

DANNY KAYE • BOB & RAY

MAD

OUR
PRICE
25^c
CHEAP

No. 43

Dec. '58



KELLY FREAS

*"I never carry
more than
\$50 in cash,"*

says **BRIGITTE BARDOT**

*"In fact, I never carry
any cash... mainly
because I don't need to!"*



"When I travel, I never need money because everything is paid for by American Expense Account Cheques. And I find these Americans with expense accounts anywhere in Europe, just eager to pad them by taking a girl like me out and paying for little things like my hotel, fur and jewelry bills!"



AMERICAN EXPENSE ACCOUNT CHEQUES

NEVER CARRY ANY CASH, GIRLS! WHAT CAN YOU LOSE?

MAD

PUBLISHER: William M. Gaines
ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner **IDEAS:** Jerry De Fuccio
CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Don Martin Frank Kelly Freas
 George Woodbridge Mort Drucker Joe Orlando David Berg
CONTRIBUTING WRITERS: Danny Kaye & Milton Schaffer Bob and Ray Tom Koch
 Albert Meglin Frank Jacobs Alfred E. Neuman **T-SHIRT PHOTO:** Larry Maleman
SUBSCRIPTIONS: Gloria Orlando Celia Morelli **LAW SUITS:** Martin Scheiman, Esq.
WAR CORRESPONDENT: Pvt. Nick Megliola **OFFICIAL STAFF REFRESHMENT:** Moxie

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MAD'S M.V.T.B.A. AWARDS 2



We present some awards to baseball players which ought to burn up the guys who sit around the Hot Stove League all winter.

THE END OF COMICS 6



Here's MAD's version of what the final installments of famous comic strips would be. In some cases, they'd be welcome!

FUTURE MAGAZINE MERGERS 10



If periodical publishers follow this merger trend, you'll have the Time of your Life reading these new Mad-Look magazines.

HOLLYWOOD DIRECTORS' ADS .. 16



Top Hollywood directors invade Madison Avenue to bring new approaches to ads, thus earning new reproaches from consumers.

HALLOWEEN TREATMENT 24



We advise all property-owners on how to contend with Halloween pranksters. Mainly, MAD advises them to sell their property!

DANNY KAYE 32



Danny Kaye returns with a "Double Feature" which we doubt he'll be able to sit through, once he sees what MAD's done with it.

COMING MUSICALS 34



With Broadway musicals based on almost anything written these days, we're just waiting for Rodgers and Hammerstein to call.

WOODLORE 44



An article which cautions hunters of the dangers in the woods on the theory that they can't be very cautious if they buy MAD.

THE DOUBLE-PLAY'S THE THING DEPT.

Every year, all kinds of awards are presented to the best actors on television. But for some reason, one very important group is always overlooked. So, MAD

MAD'S M.V.T.B.A. (MOST VALUABLE TELEVISION)

NATIONAL ANTHEM ACTING AWARD



To Harry Jingo, of St. Louis, for the best performance by a player during the playing of the Star Spangled Banner before the game on July 28th, when he shuffled his feet 44 times (shattering the old mark of 38), kicked the ground 27 times (4 better than the old record), and switched his gum from one side of his mouth to the other 19 times, when he wasn't even chewing gum at the time.

HOME-PLATE-WARMUP ACTING AWARD



To Babe Brando, of Detroit, for his great performance in the 4th inning of a game on April 29th, when he carried 8 bats to the plate and swung them all over his head with one hand (shattering the previous record of 6), rapped his spikes with the bat 23 times (breaking the old mark of 19), gritted his teeth at the pitcher for a full 16 seconds, and spit 7 times (toward the television cameras).

SLIDING-AND-HUSTLING ACTING AWARD



To Enos "Country" Schwack, of Kansas City, for running at full speed and sliding dramatically on his stomach an average of 73 times a day all season, for always sliding with his face to the cameras, and particularly for his outstanding achievement on July 16th when he slid 50 feet into home plate (ripping off his uniform shirt and 1/3 of his chest) while delivering his team line-up to the ump.

PITCHER'S ACTING AWARD



To "School Boy" Drake, of Los Angeles, for his sterling performance on August 8th after being knocked out of the box, when he showed his great mound-versatility by flinging his glove to the ground with his right hand and his cap to the ground with his left at the same time, and then walking 485 feet from the pitcher's box to the clubhouse without lifting his eyes from the ground even once.

would now like to take this opportunity to present a series of our own special awards to some of TV's most talented actors . . . mainly THE BASEBALL MEN!

BASEBALL
ACTORS)

AWARDS

POST-STRIKEOUT ACTING AWARD



To Hank Ozone, of Cleveland, for his superlative performance in the 3rd inning of a game on August 5th, when he twisted himself into a perfect Square Knot with his last swing (out-doing Lefty Noble's record-shattering Granny Knot of 1951), angrily splintered his bat into 137 pieces on home plate (19 pieces better than the old record), and kicked the water cooler out of commission in only 1 boot.

COACH BOX ACTING AWARD



To Cincinnati third base coach Jake "Splatt" Jacobs for his performance on August 7th during which he whistled, clapped, and tugged his cap whenever he was on camera, and especially for his rump-slapping marksmanship on that day when, of the eight home-run-hitters who rounded third, Splatt caught seven squarely on the backside with an encouraging slap, the last being a near-miss on the head.



PICTURES BY
GEORGE
WOODBIDGE

UMPIRE-BAITING ACTING AWARD

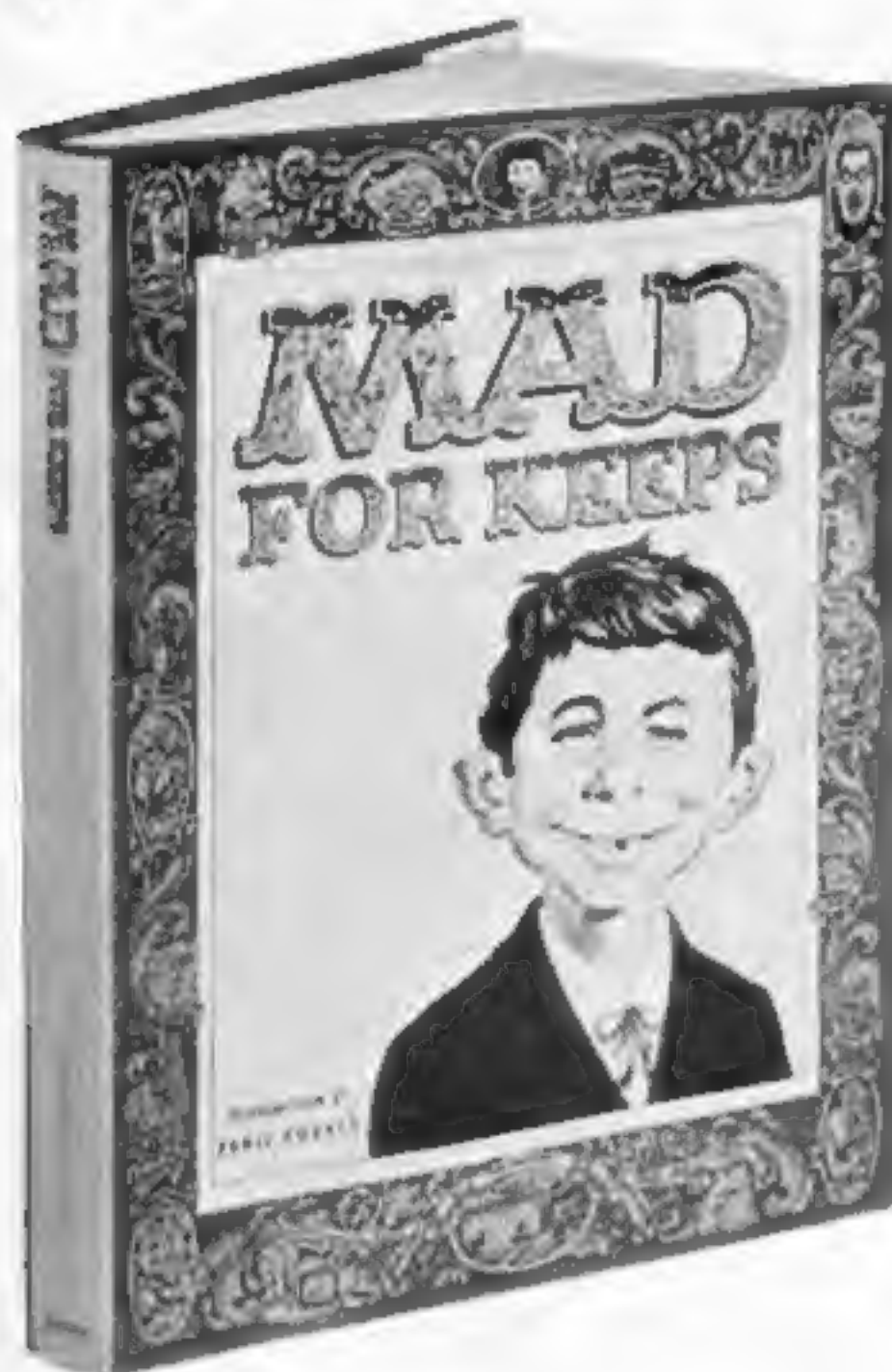


To manager Leo "Lippy" Screech of Boston, for his great performance on July 7th during the 5th inning, when he charged from the dugout to the umpire in 3½ seconds, pressed his face so close to the ump's mouth that he lost the tip of his nose, screamed, spit, and jumped up and down for nearly 2 hours in one of baseball's greatest arguments, and then found out his man had been called safe!

HELP MAKE THIS CHRISTMAS A MEMORABLE ONE

(FOR US!)

Give...



All kidding aside, gang, this hard cover de luxe anthology of the best from MAD makes an ideal Christmas gift for friends, relatives and even complete strangers. You'll be giving 128 pages of riotous material (many in vivid color) which originally appeared in this magazine through 1956 and is unavailable in any other form.

MAD ANTHOLOGY DEPARTMENT
225 Lafayette Street,
New York 12, New York

I want to make this Christmas a memorable one for some people I know, as well as for you! Please rush me _____ "MAD FOR KEEPS"
I enclose \$2.95 for each copy.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

NO. OF COPIES _____ AMT. ENCLOSED _____



IMITATIONS

If I can be serious in writing to perhaps the funniest magazine in America, I should like to congratulate you for the magnificent job issue after issue. "How to Put Out an Imitation of MAD" was the most biting satire ever printed in your magazine.

Alexander W. Wilde
Wauwatosa, Wisc.

I think your article "How to Put Out an Imitation of MAD" was absolutely great. It certainly exposed the cheap imitations to all us MAD fans. I propose that MAD readers everywhere act fast to stop these magazines. We must (1) refuse to purchase them, (2) send letters telling what we think of them, and (3) bomb the MAD offices where the whole mess started. With no more MAD, the other magazines wouldn't have anything to imitate!

Ron Bergman
Royal Oak, Mich.

CIRCUS

I thought your article "The New Rotten Circus" in the September issue (No. 42) was only too true. It's a crime the way the old atmosphere has deteriorated.

John A. Ringling
Palm Springs, Fla.
(by Gene Herson)

STRANGELY

The game of polo is played in eight 7½ minute "Chukkers," not four "Quarters" as was erroneously stated in Mr. Kovacs' "Strangely Believe It" in the September issue. "Quarters" are what fools like me throw away when we buy magazines published by clods like you who don't even know how to play polo!

Jon Kwitny
Indianapolis, Ind.

MAD PRIMER

I read with great interest your satirical article entitled "The MAD Primer." As a school principal, I have for many years advocated a complete revision of the elementary school text books in use today. While my ideas would not go nearly as far as yours, I found your satire excellent, and am keeping a copy to show my staff, who I know will also enjoy it.

Jack B. Litch
Nanaimo, B. C.

I uthed to talk with a lithp. Then I thudied your "MAD Primer" in the Theptember ithue. Now, I don't talk with a lithp anymore. Now I *type* with a lithp! lthn't thar thtrange?

Mith Carolyn Walker
Pitthburg, Pa.

OVER A MILLION

After reading in TIME that MAD has over a million readers, I went home and locked myself in! I didn't know there were that many loonies roaming the streets!

Bradley Pieper
Minneapolis, Minn.

MAD PARADERS

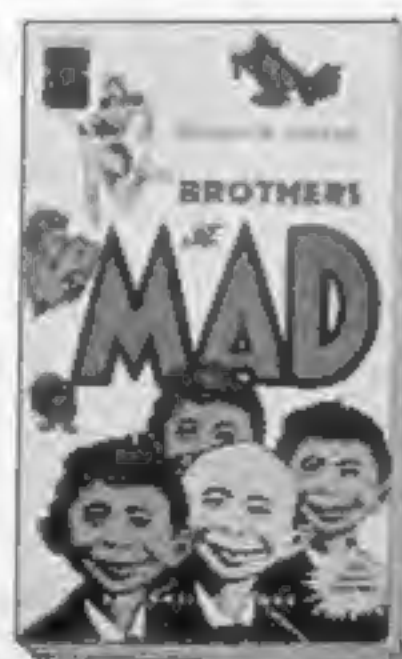
On Memorial Day of this year, the MAD readers of Plainville entered a MAD float in the parade hereabouts. Enclosed is a picture.

Chuck Venturi
Plainville, Conn.



PEOPLE WHO HAVE READ IT ARE RAVING ABOUT IT

(In Asylums all over the country!)



THE LATEST MAD POCKET-SIZE BOOK THE BROTHERS MAD

This fifth collection of humor, parody, satire, and garbage joins "The Mad Reader", "Mad Strikes Back!", "Inside Mad", and "Utterly Mad" in our insidious campaign to split your sides and rot your mind.

YOURS BY MAIL FOR 40¢

THE COMPLETE COLLECTION—ALL FIVE—FOR \$1.75

MAIL MONEY TO: MAD, POCKET DEPT.,
225 LAFAYETTE ST., NEW YORK 12, N. Y.

MAD RACING CLUB

We wish to report that the "Alfred E. Neuman Racing Club" was present at the Riverside Speedway on May 31, 1958. Frank Smith, driver of car 34, came from 16th to 4th position in 25 laps. On the 25th lap, he spun out, completely destroying his race car. His only comment upon stepping out of the wreck was "What—Me? I'm Worried!"

The Alfred E. Neuman Racing Club
Brentwood, Calif.

LAST LAUGH

There was a time when I did not permit my children to read MAD. This was before I took the trouble to read it myself. Now we all read it and "Howl." As a youth advisor in church activities, I find MAD an excellent source of humor. Keep up the good work. The world needs to laugh at itself.

G. J. Manos
Queens Village, N. Y.

VIP

In your last issue (No. 42) you ran a picture of a baby holding a copy of a MAD Pocket-sized book. Enclosed is a picture of my baby holding a copy of MAD Magazine. I think it would be nice if you ran this picture in your next issue because this little girl is your publisher's daughter, and mainly because if you don't, I'll fix your wagon!

Mrs. Nancy Gaines
New York City



GREAT ARTICLE

We have just read the September issue of MAD (No. 41) and were doubled up in laughter at the article on page 5 entitled: "Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 2331) Showing the Ownership, Management, and Circulation of MAD..." This is without a doubt your best article to date.

Rev. William J. Doorly
Jerry Kirkpatrick
Philadelphia, Pa.

The guy who writes your "Statement Required by the Act of August 24, 1912..." should write the rest of the magazine!

Ellis Lesack
Philadelphia, Pa.

WORST OF THE HORRORS

FAMOUS MONSTERS OF FILMLAND #2... (No kidding, that's the title of the magazine!) has a reprint from MAD in its current issue, now on sale! We figure, since they're putting out "horrors," they wanted the very worst!



It's a pleasure to run this picture of your daughter, Mrs. Gaines, and don't hesitate to call anytime I can do anything else... like maybe come up and fix her wagon! — Ed.

Please address all correspondence to: MAD,
Room 706, Dept. 43, 225 Lafayette Street,
New York City 12, New York

CLEANED OUT!

That's right! We cleaned out the stockroom, and found millions more of these "What—Me Worry?" kid pictures! So if you want a full-color reproduction of our Alfred, suitable for framing, to hang on your cell-wall or cave, send 25c to: Dept. What-Color? c/o MAD, Room 706, 225 Lafayette St., New York 12, N. Y.



DO YOUR CHRISTMAS SHOPPING EARLY

(AND GIVE YOUR FRIENDS A CHANCE TO GET EVEN)



GIVE A
GIFT SUBSCRIPTION
TO

MAD

WE'LL SEND THE VICTIM A CHEERY ANNOUNCEMENT TELLING WHO TO BLAME!

MAD SUBSCRIPTIONS

225 Lafayette Street
New York City 12, New York

I am full of the Christmas Spirit! Here's \$2.00.
Please send a 9-issue MAD Gift Subscription to:

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

... and send a cheery announcement blaming:

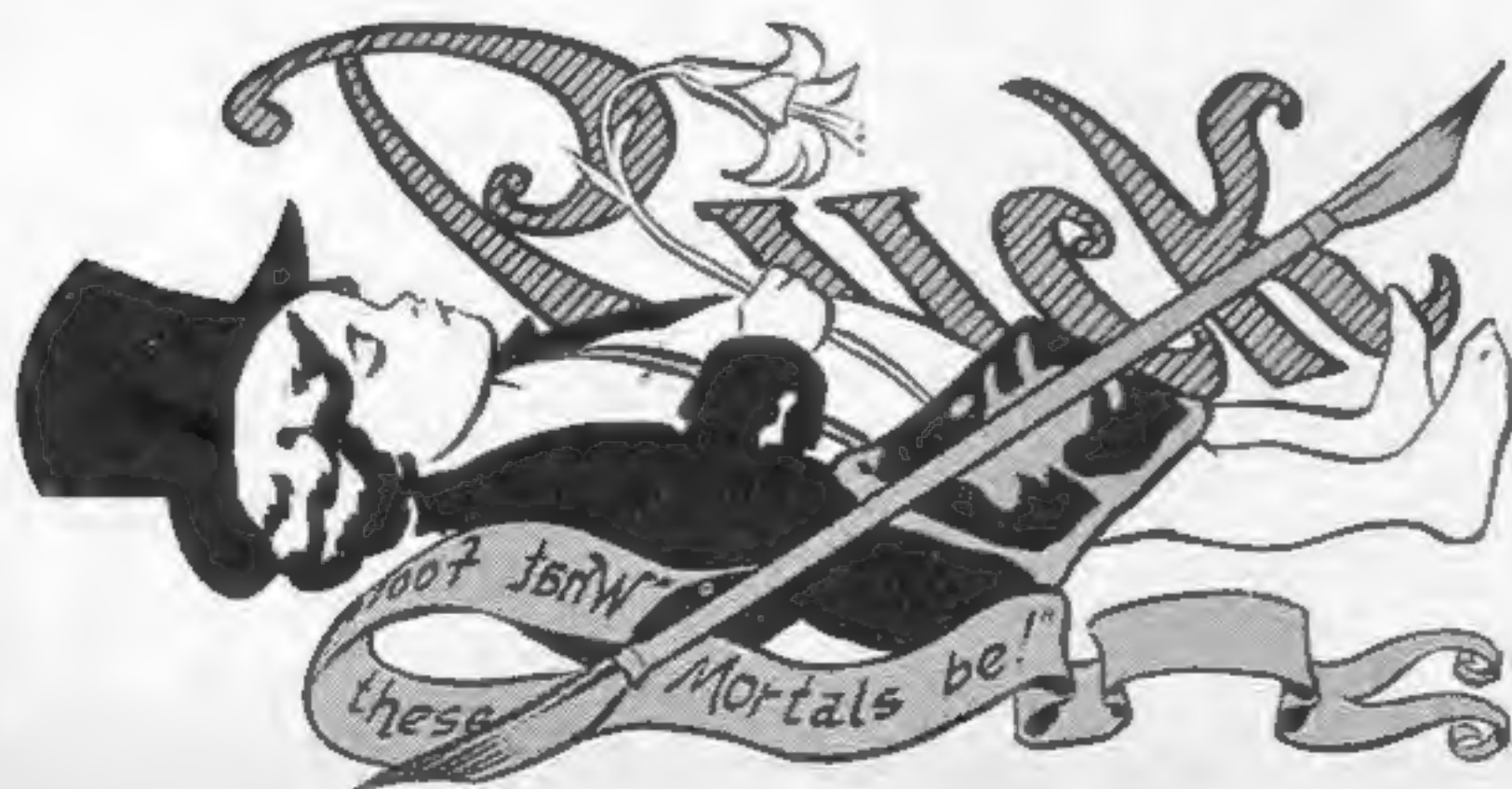
NAME _____

(For more than one Gift Subscription, duplicate the above coupon. Or better still, go out and buy another copy of the mag!)

INSTALLMENT OVERDUE DEPT.

With all this emphasis on the need for more specialized, technical education in the age of satellites, American newspapers may soon be pressured into dropping their comics in favor of more elevating material. Like Correspondence School ads. Should this ever happen MAD suggests what the wind-up installments may look like as we finally reach

The END of COMICS



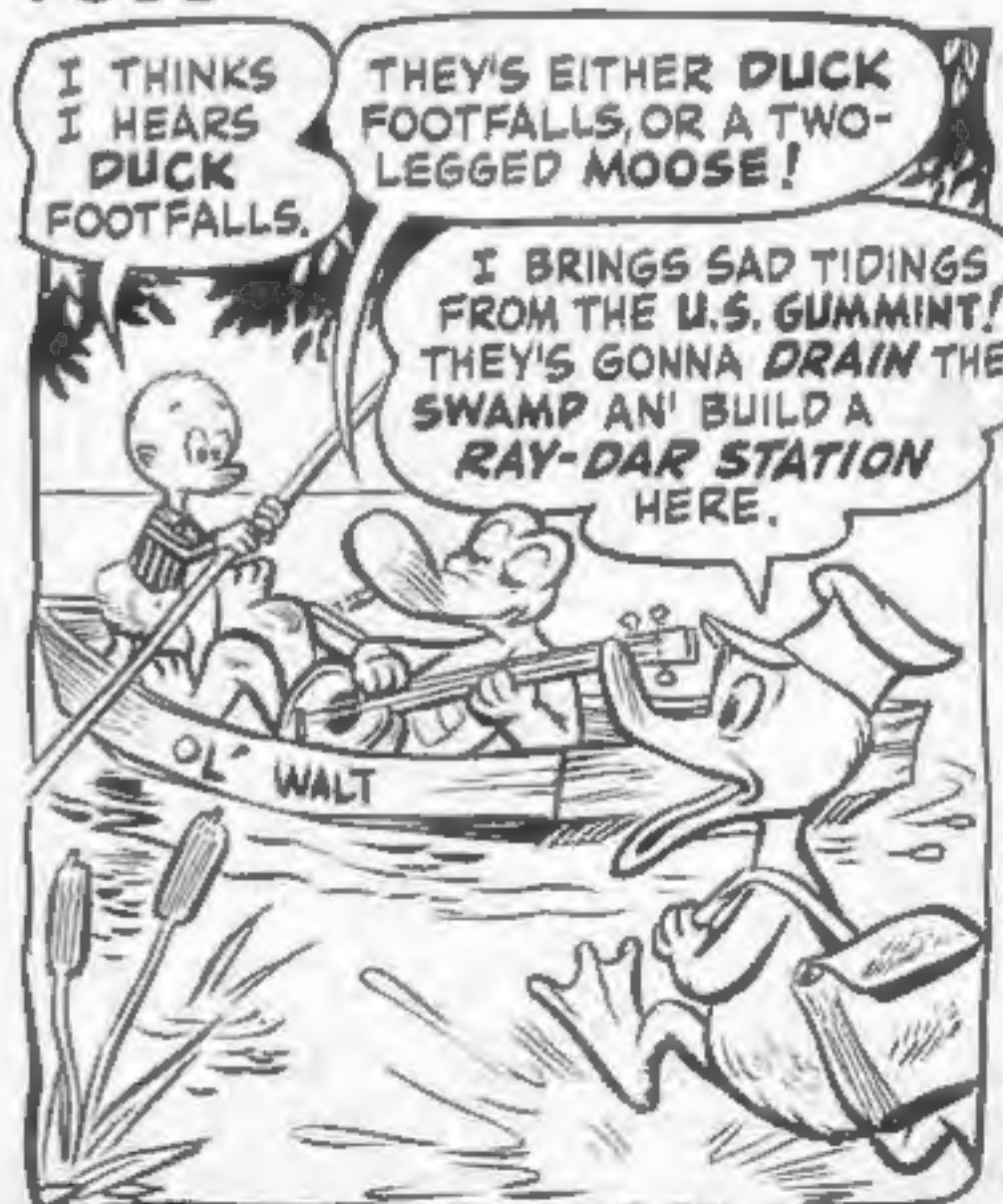
LITTLE ORPHAN ANNIE



MANDRAKE THE MAGICIAN

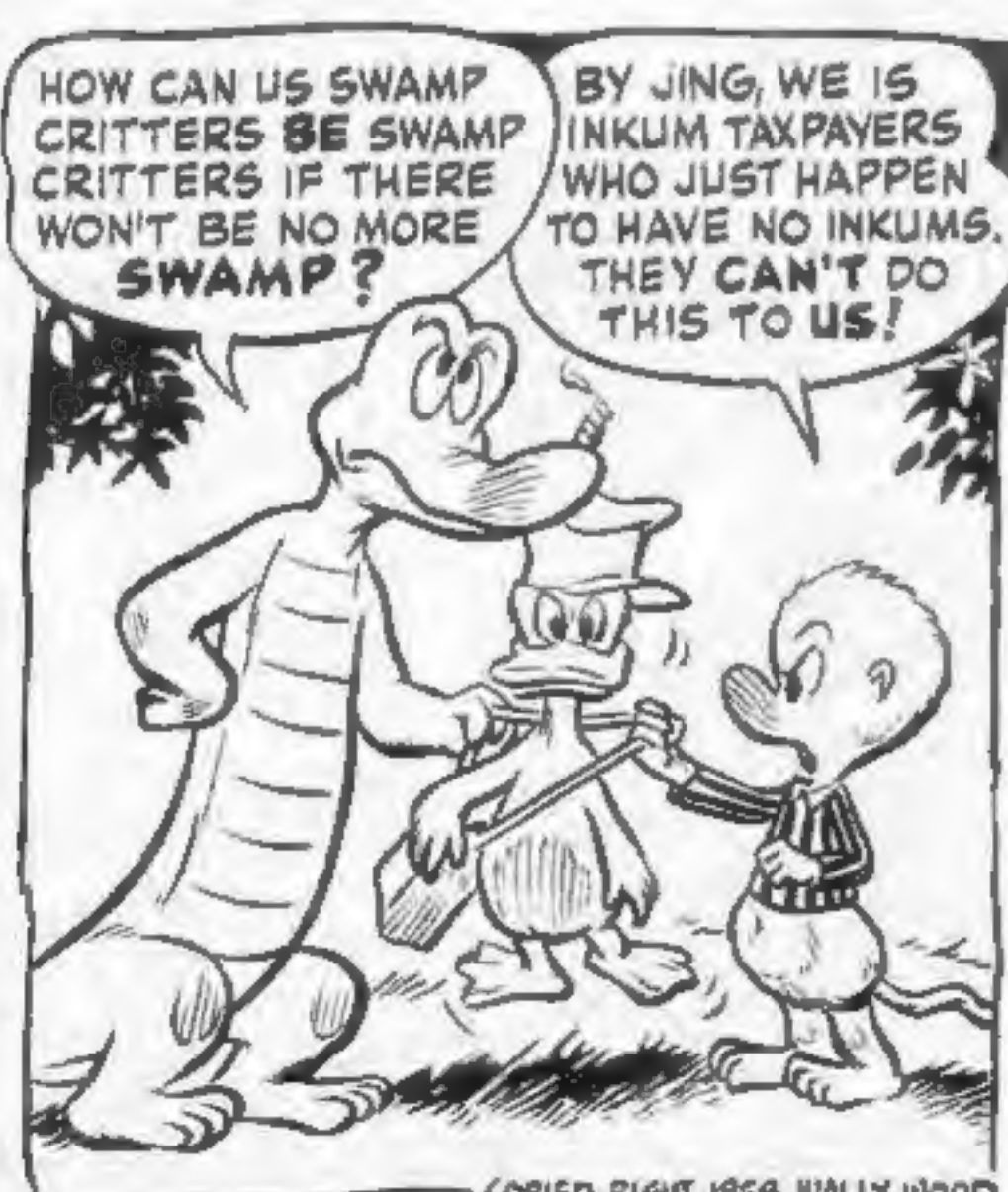


POGO





PICTURES BY WALLACE WOOD



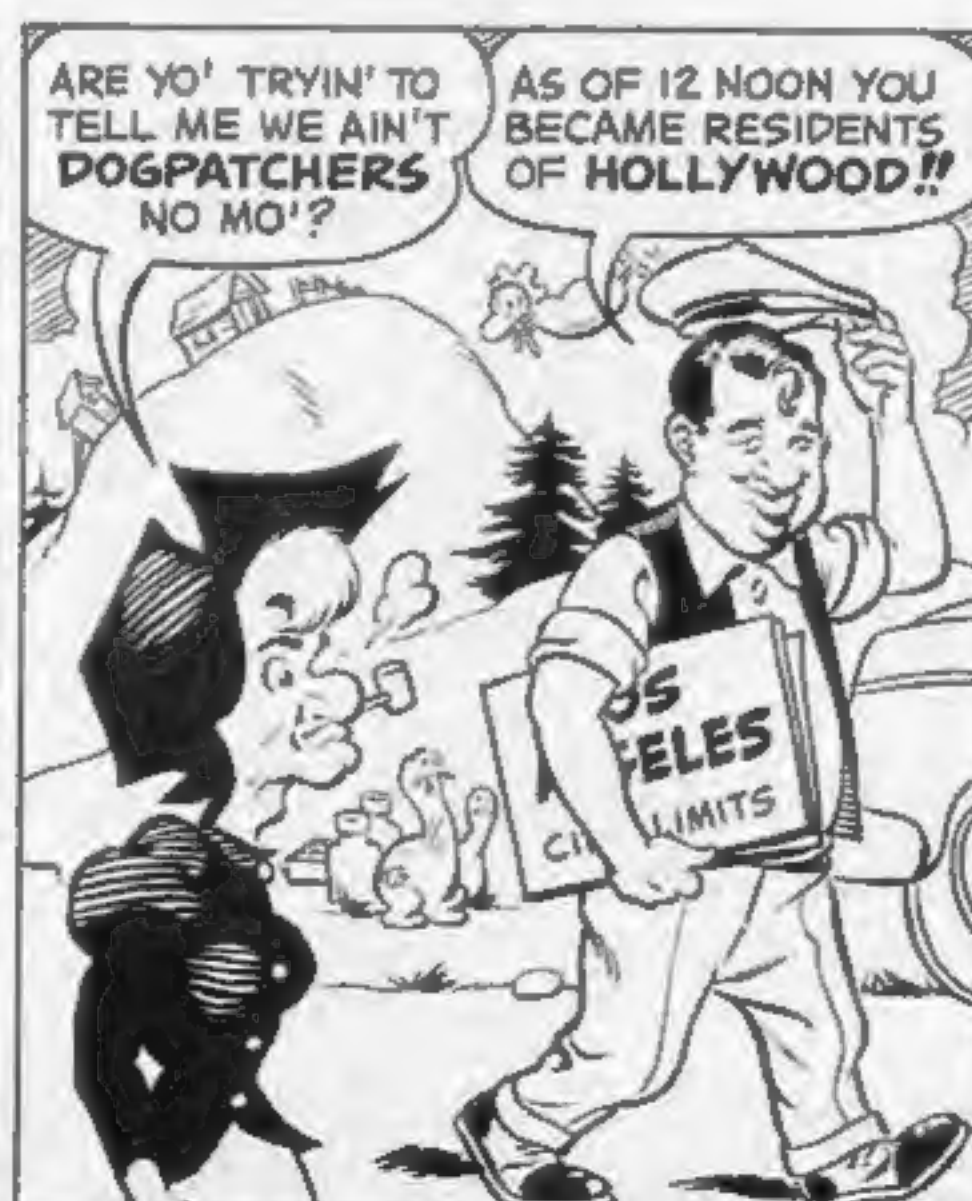
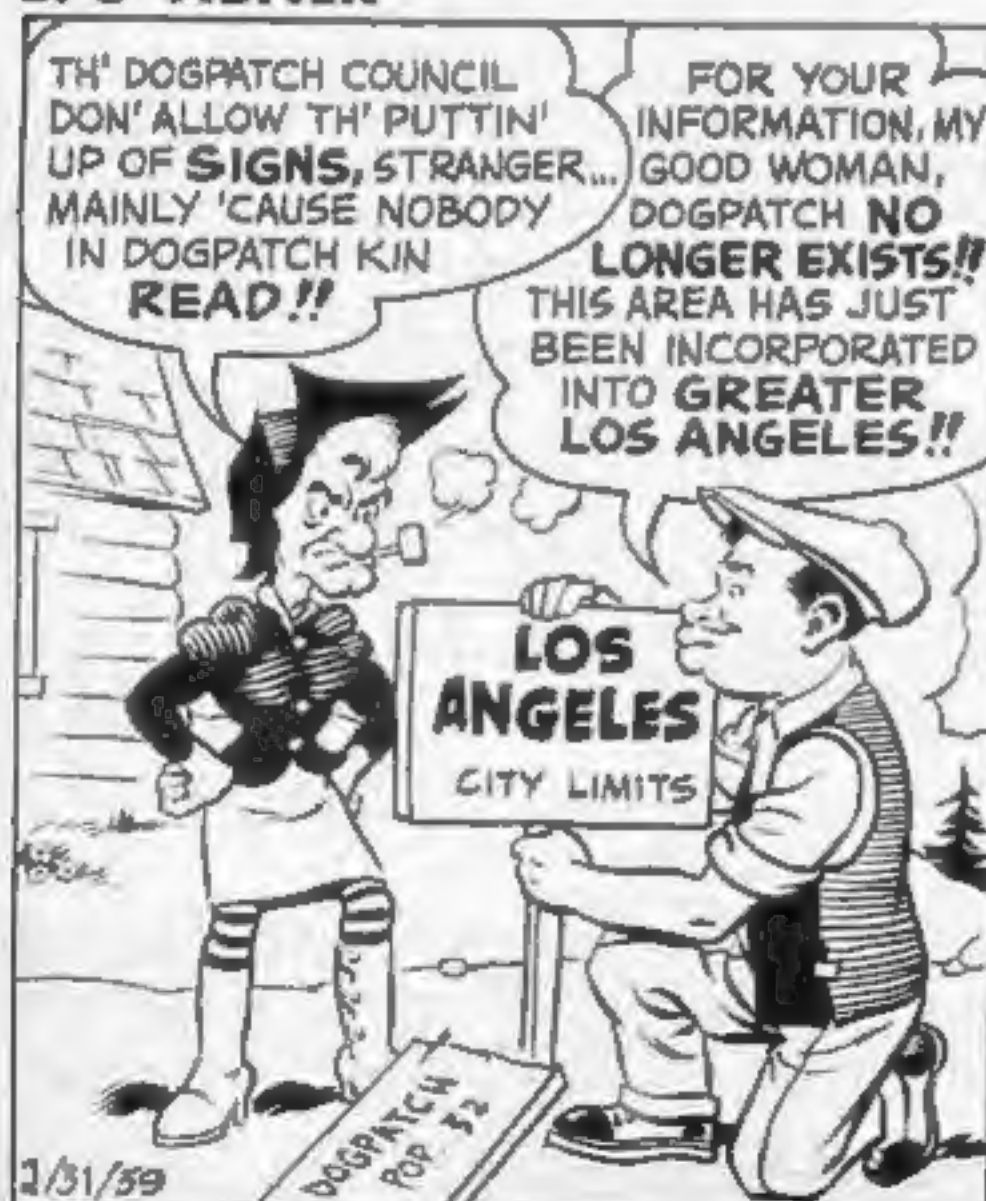
DICK TRACY



MARY WORTH



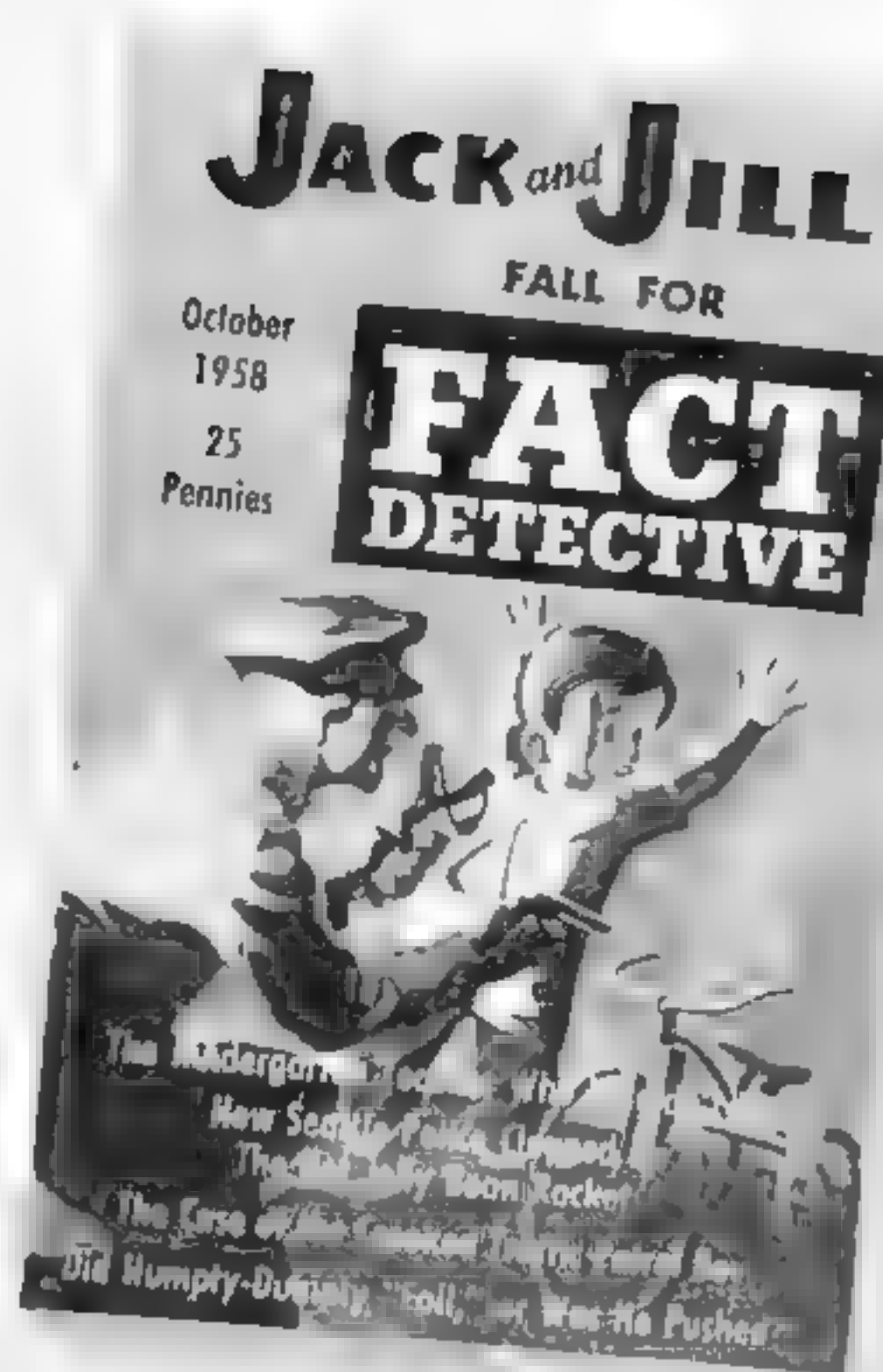
LI'L ABNER





TOGETHERNESS DEPT.

All over the country today, big powerful companies are merging with other big powerful companies so they can cut production costs, eliminate competition, and mainly get bigger and more powerful. The way we at MAD figure, the day may not be far off when companies publishing some of the big slick magazines will be following the same trend. And here's what we'll all be reading as a result of these



October 1958 **THE PLAYBOY** OF THE JOURNAL
American Medical Association



Enlarged Pancreases Among Las Vegas Chorus Girls
After Dark at the Mayo Clinic
The Kinsey Report on Female Chiropodists
Pin-Up of the Month:
Skeletal Structure of an Asthmatic Polynesian

PICTURES BY BOB CLARKE

60 cents

HOT ROD

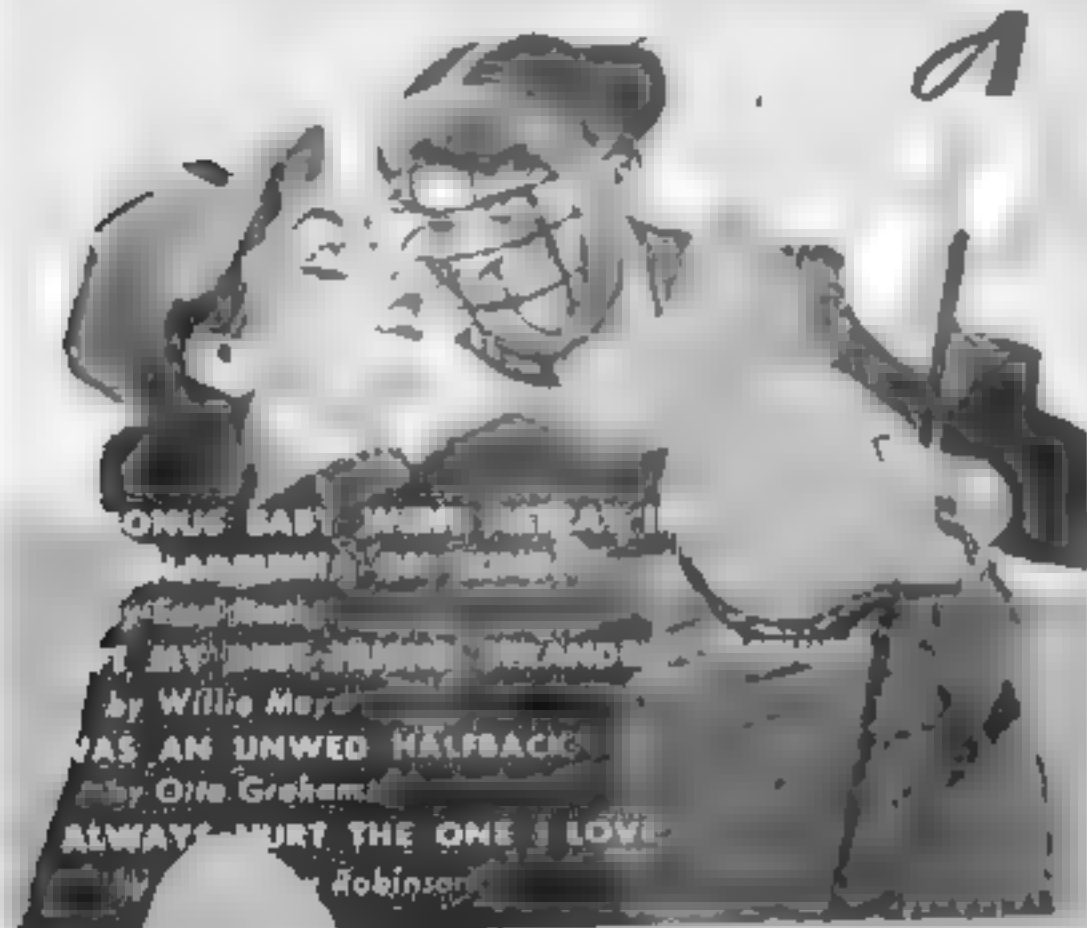
October 1958

IS THE **VOGUE**



I Upholstered My '32 Ford Dragster in Silk Shantung
New Short-Sleeved Jumpers for Grease Monkeys
136 M.P.H. in a Stripped-Down Chemise
Coming Soon: Perfumed Gas for Scented Exhausts

True Confessions of SPORTS ILLUSTRATED
25¢ 97.50 A YEAR



ONCE EAST WENT WEST
BY WILHELM
MY DREAMS ARE
BY WILHELM
WAS AN UNWED HALFBACK
BY OTTO GRAHAM
ALWAYS MURT THE ONE I LOVE
BY ROBINSON

Field & Stream

OCTOBER '58
\$1.4

DURING

BUSINESS WEEK



Can Industry Produce a Decoy that Quacks?
LEAKY ROWBOATS: The Key to Our Over-Population Problem
Five New Lures to Catch those Engineers
More Rabbits This Season Due to Overproduction

Neither a borrower nor a lender be, or you'll catch hell from M.C.

CECIL B. DE MILLE
stages

A CIGARETTE AD

Mr. De Mille works religiously and spares no expense making his productions spectacular and extravagant. By bringing this kind of approach to a typical "cigarette ad," he'd also be matching all of its claims.

Where there's a man...
there's a Marlboro



Where there's a man...
there's a Marlboro



*Rome wasn't built in a day; it just looks that way

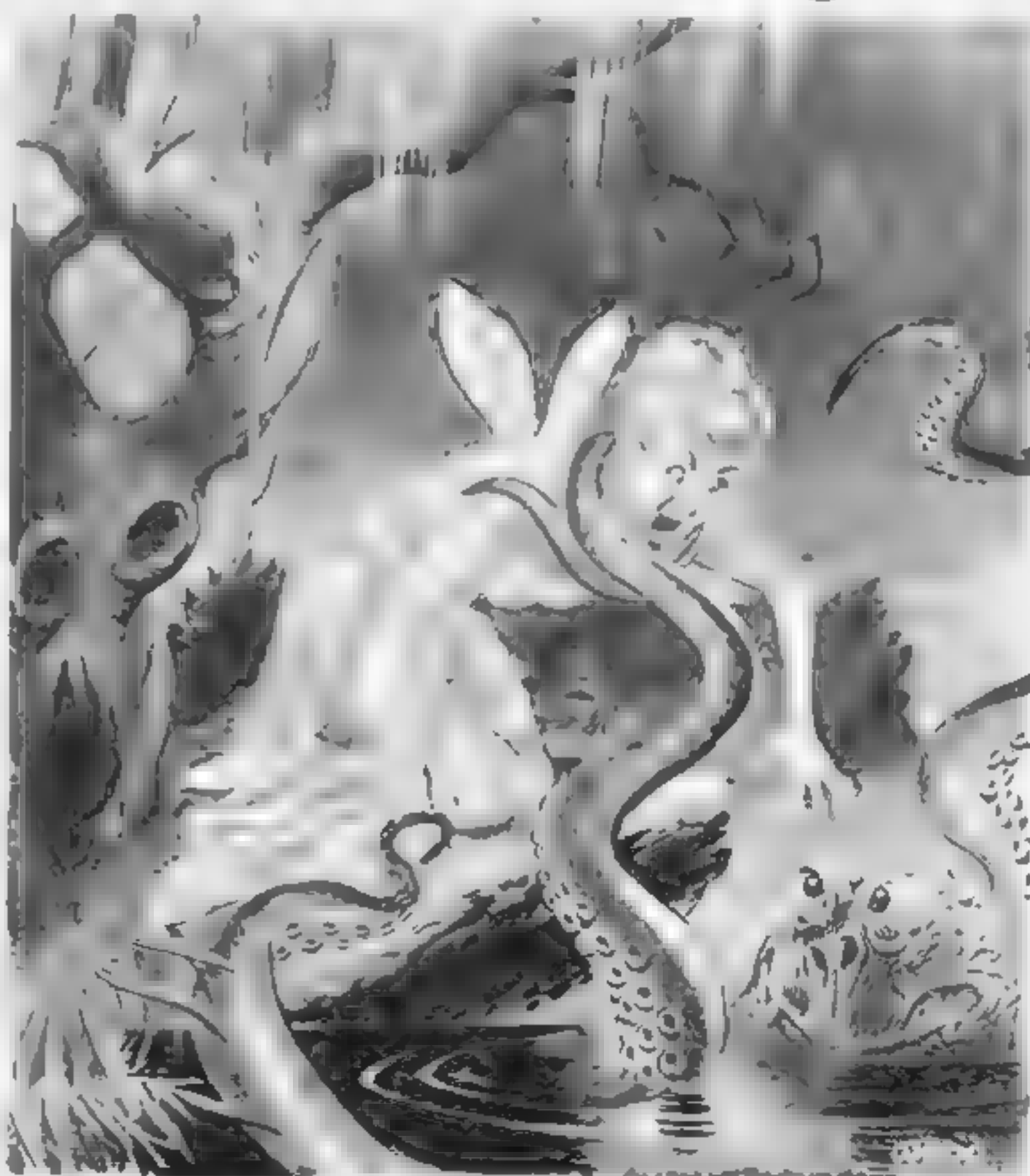
SAM KATZMAN
stages

A SOFT DRINK AD

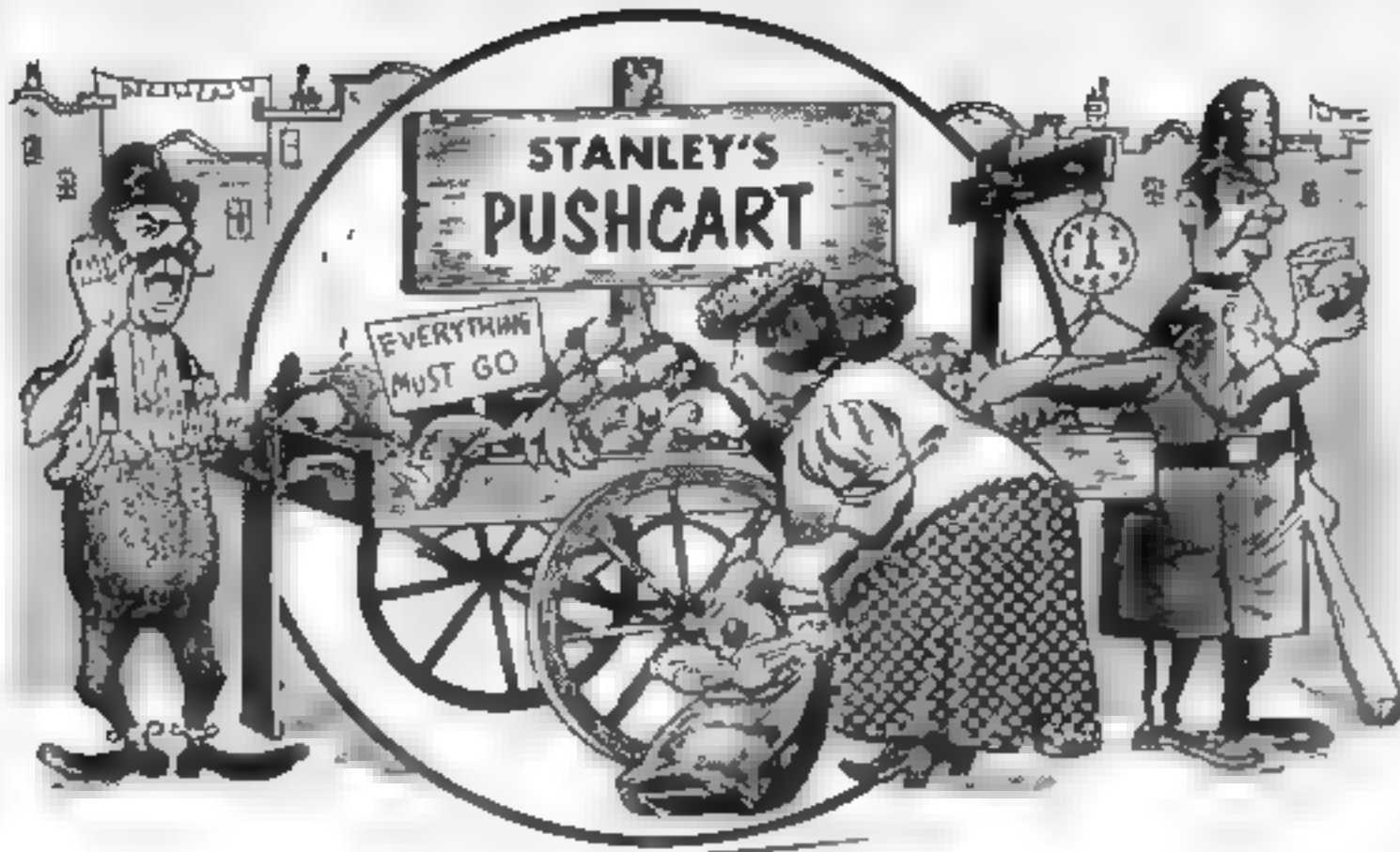
While his name may not be as well-known as the others, Mr. Katzman's work certainly is. His monsters and creatures have horrified audiences for the last two decades, and our guess is his ad would do the same.



WHITE ROCK... makes good foods taste better!



WHITE ROCK... makes good foods taste better!

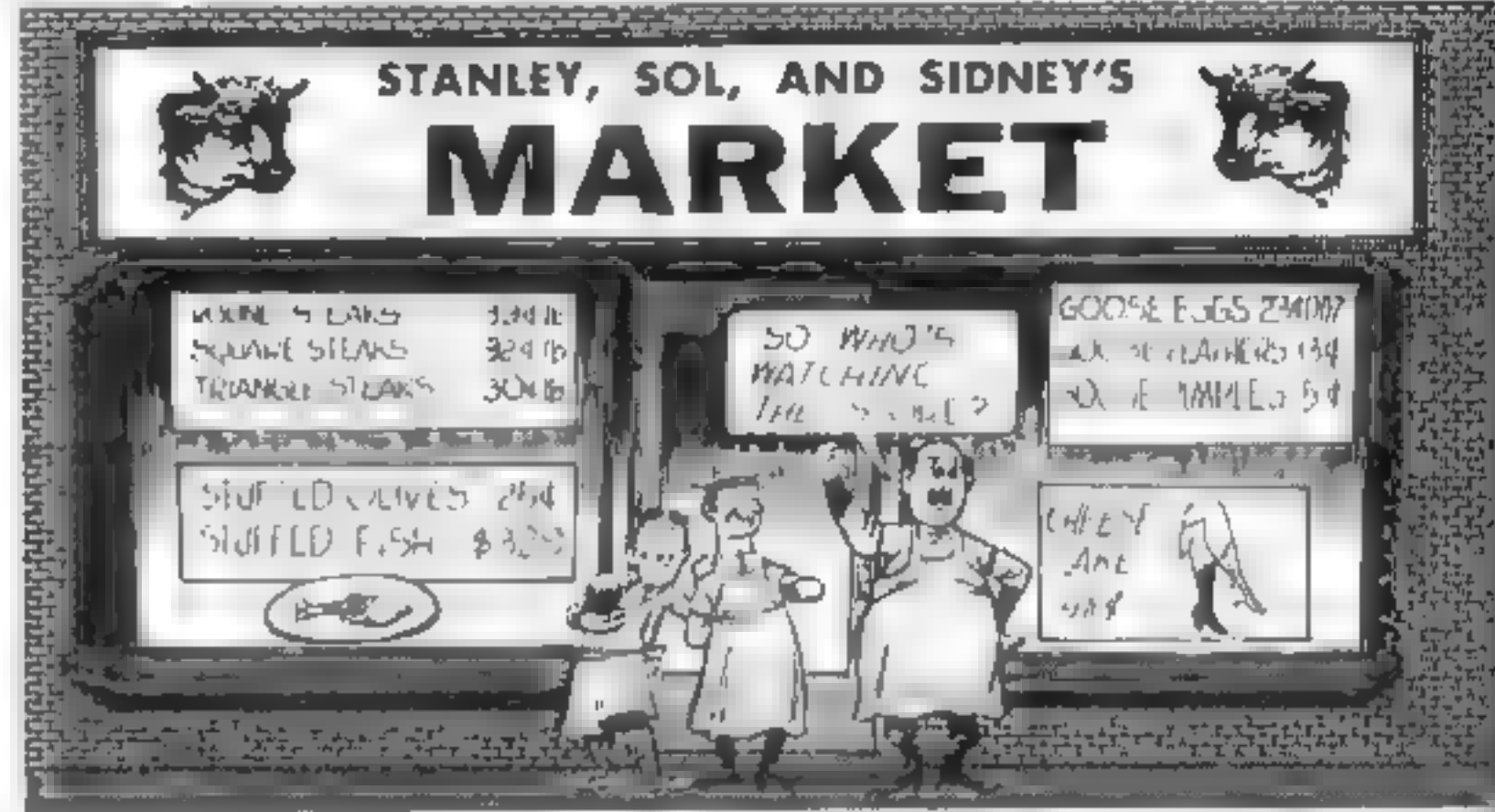
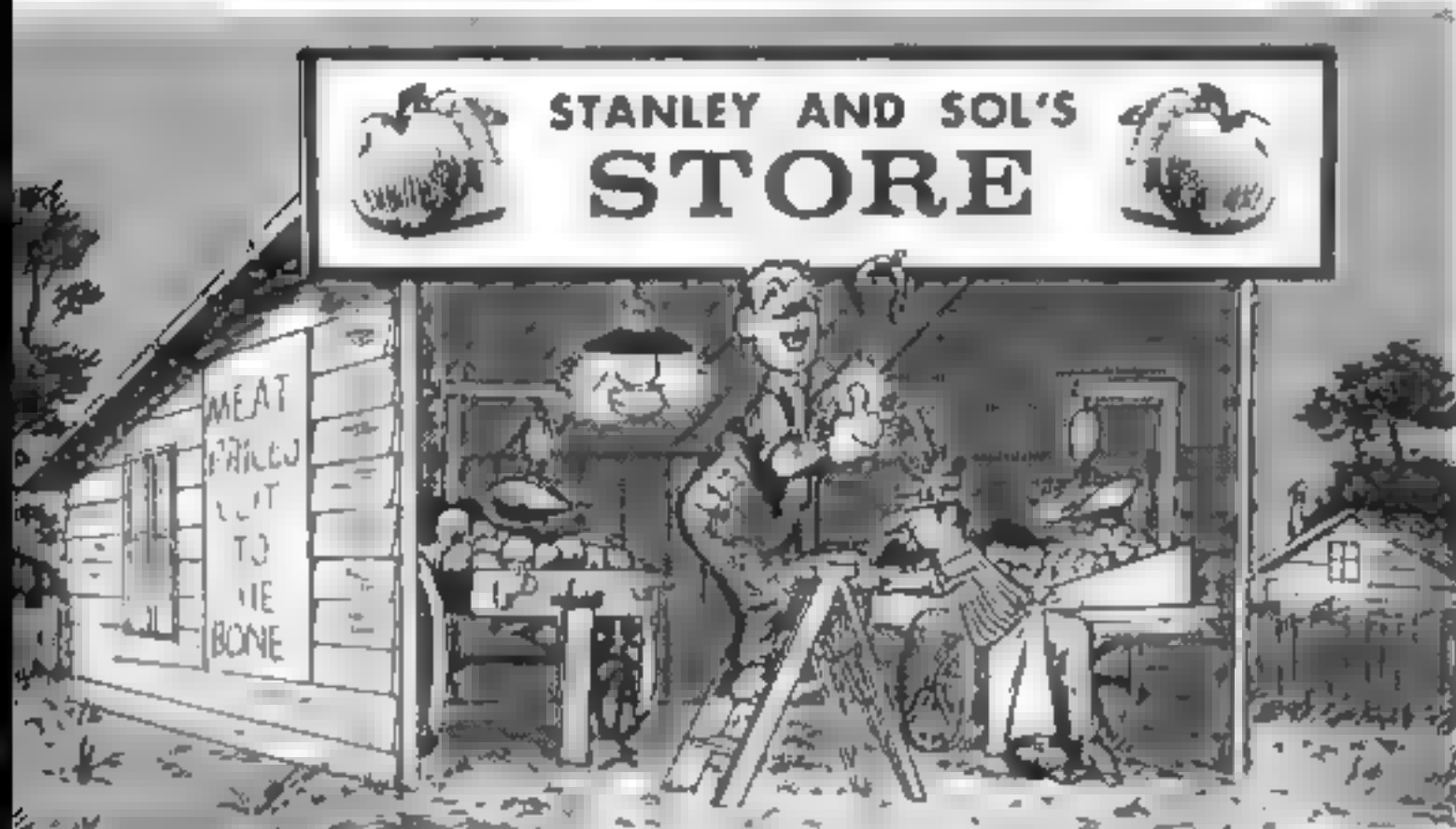


In the beginning, man purchased meats, fruits, vegetables, and all the other things he needed to live by means of

PUSHCARTS

But man is creative and must progress, so he gathered up some "Pushcarts" under one roof, and called it a "Store"

Then man progressed even further. He gathered up some of these "Stores" under one roof, and called it a "Market"



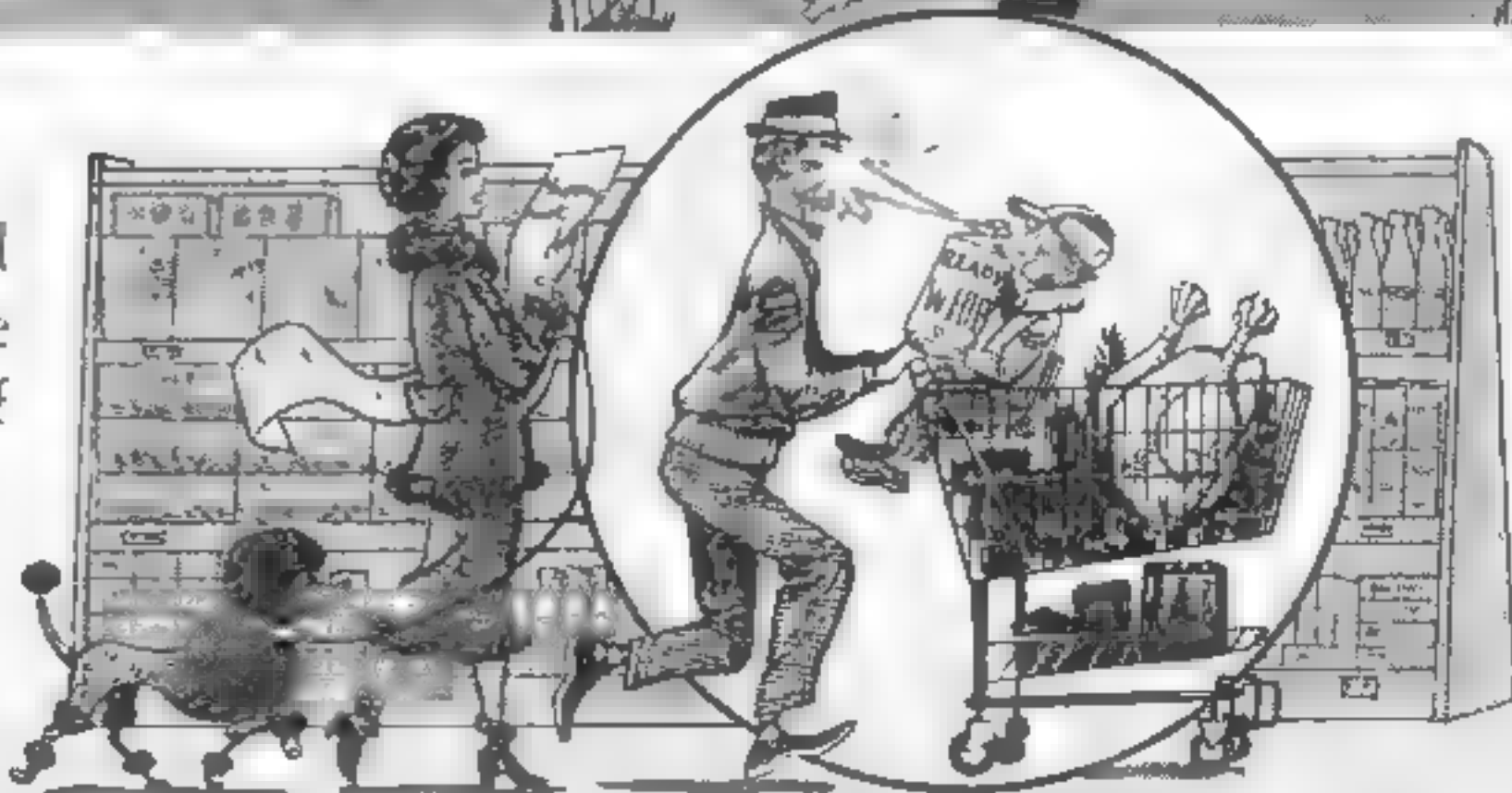
And still man wasn't satisfied. So he gathered up some of these "Markets" under one big roof, equipped the monster with glass-and-chrome, scientifically-calculated displays,

electric-eye door-openers, conveyor belts, cash registers that add, divide and subtract your money, surrounded the place with a parking lot, and called it a "Super Market."



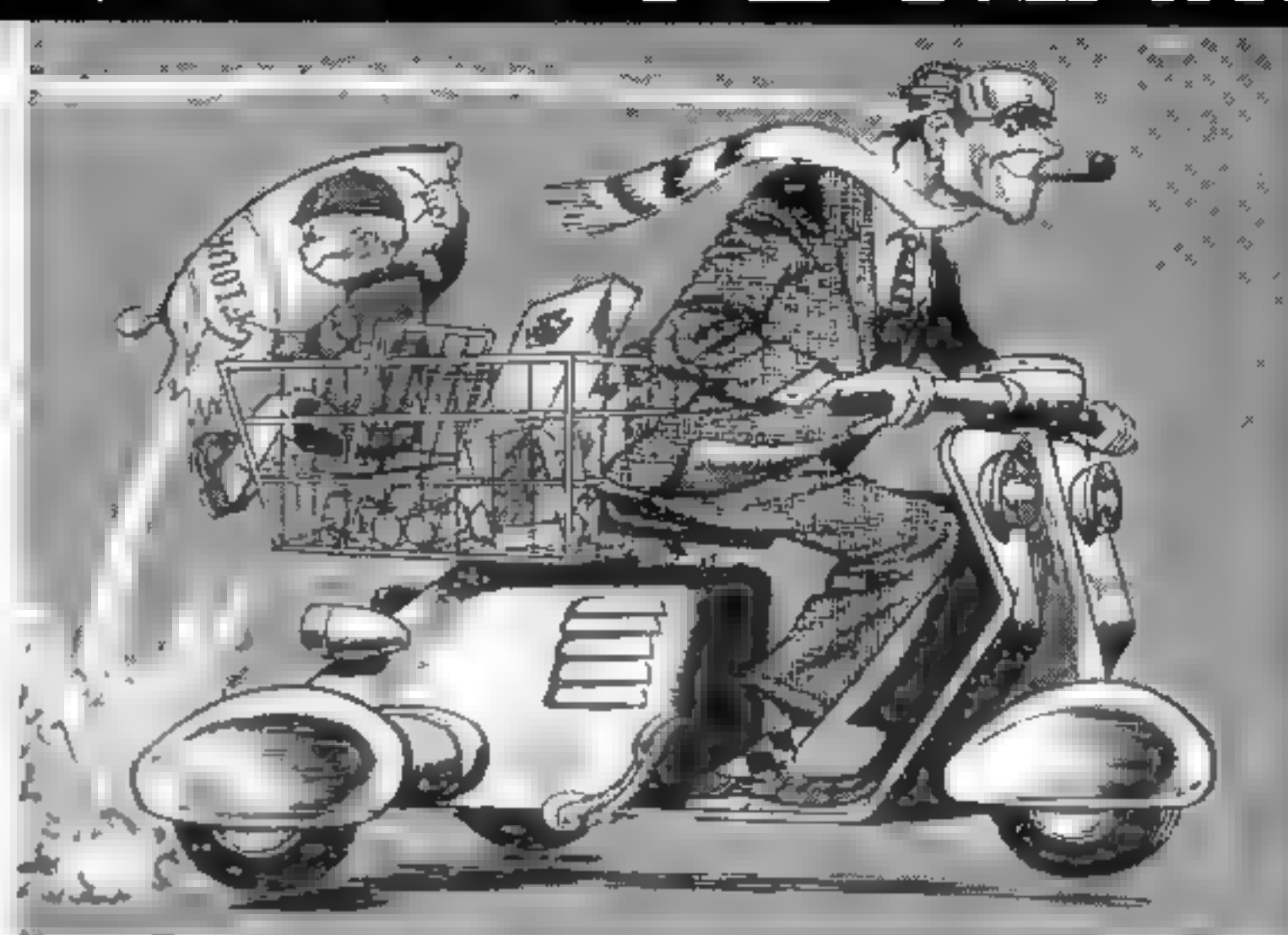
So that, today, through progress and imagination, man still buys all the things he needs to live by means of

PUSHCARTS.





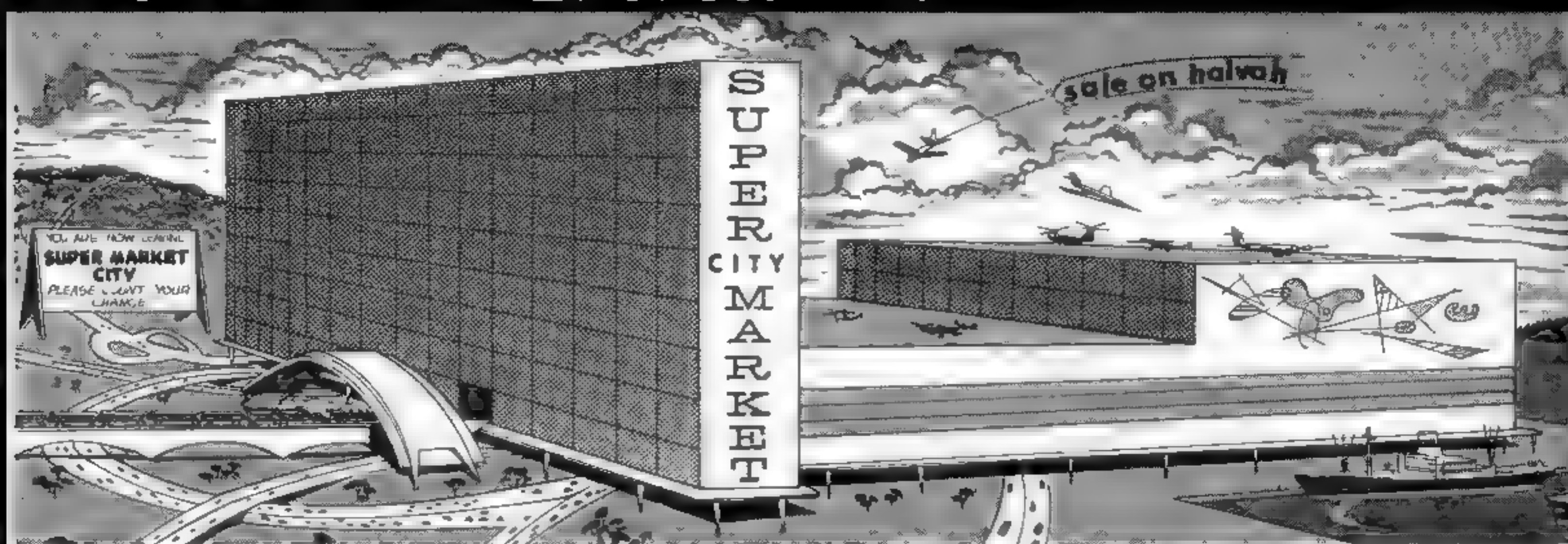
But man's creative genius and desire to progress won't stop there. 'Pushcarts' will develop into "Cyclecarts"



And eventually, man's inventiveness will finally develop the ultimate in shopping convenience the 'Motorcart'

Their aisles will stretch for miles, like super highways, signals, speed limits, police patrol units, and all the

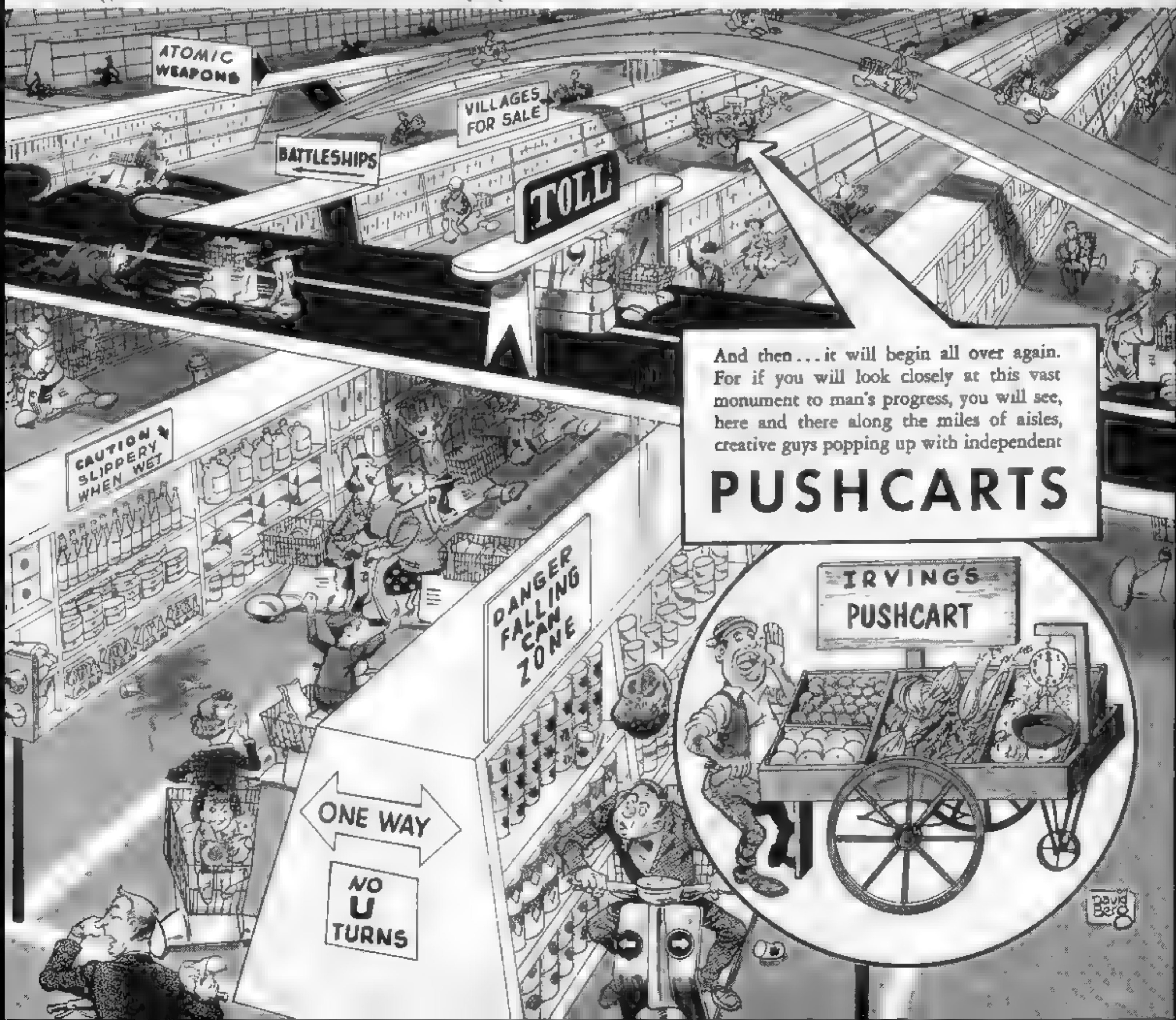




This great step, this added mobility to man's purchasing power will open up vast new horizons of progress. "Super-Markets" will spread out over huge tracts of land. They will grow so large, they'll become cities in themselves.

with clover-leaf intersections, full-stop signs, traffic other regulations modern motorists are now plagued with.

•Don't cross your bridges if you can beat the toll by going around



And then... it will begin all over again. For if you will look closely at this vast monument to man's progress, you will see, here and there along the miles of aisles, creative guys popping up with independent

PUSHCARTS

RELAX IN DISCOMFORT DEPT.

Since Nature has intended that Man walk on all fours like the other dumb animals, staying erect most of the time causes circulation problems. Your heart is strained because it has to pump blood uphill to your head, which is why you always have that "tired feeling." To help you distribute your blood properly, with no extra strain on your heart, you can now purchase one of those new adjustable reclining

HEALTH CHAIRS

Circulation of blood is difficult for people who must stand and/or sit upright all day at their jobs. Blood,

which is supposed to be distributed evenly throughout the body, actually settles down to the bottom parts!

••Fools rush in and get the best seats



Blood settled in feet from too much standing.



Blood distributed slightly better from too much sitting, but still very poor.

PICTURES BY BOB CLARKE

HOW BLOOD CIRCULATION IS IMPROVED BY THE

SUBJECT SITS down in health chair (Position 1-A) with blood, as usual, piled up at the bottom part of body.

SLIGHT TILT BACK (Position 46-S) immediately redistributes the blood, which still isn't enough in this case.

HORIZONTAL TILT (Position 122-F) spreads blood to head and revives it, but then dry legs soon become numb.





Modern "Health Chair," showing some of the 987 positions (thus far discovered) into which it can be easily adjusted.

MODERN ADJUSTABLE RECLINING HEALTH CHAIR

REVERSE BACK TILT (Position 171-8) completely revitalizes upper organs, but when eyes become bloodshot, stop!

FORWARD ADJUSTMENT (Position 278) should not be attempted by beginners, because mainly nobody bends that way.

OVERALL BEST WAY (Position 711-8) distributes blood throughout body and keeps it there, while heart relaxes.



HOBBLE THEM GOBLINS DEPT.

There are three methods of taking care of trick-or-treat pranksters on Halloween. The first method is to give them what they want, which is cowardly. The second method is

to go to a movie and leave the house dark, which is even more cowardly. The third method is to refuse to answer the doorbell, which is downright stupid because they'll wreck

THE MAD H TRICK-OR-T

PICTURES BY MORT DRUCKER

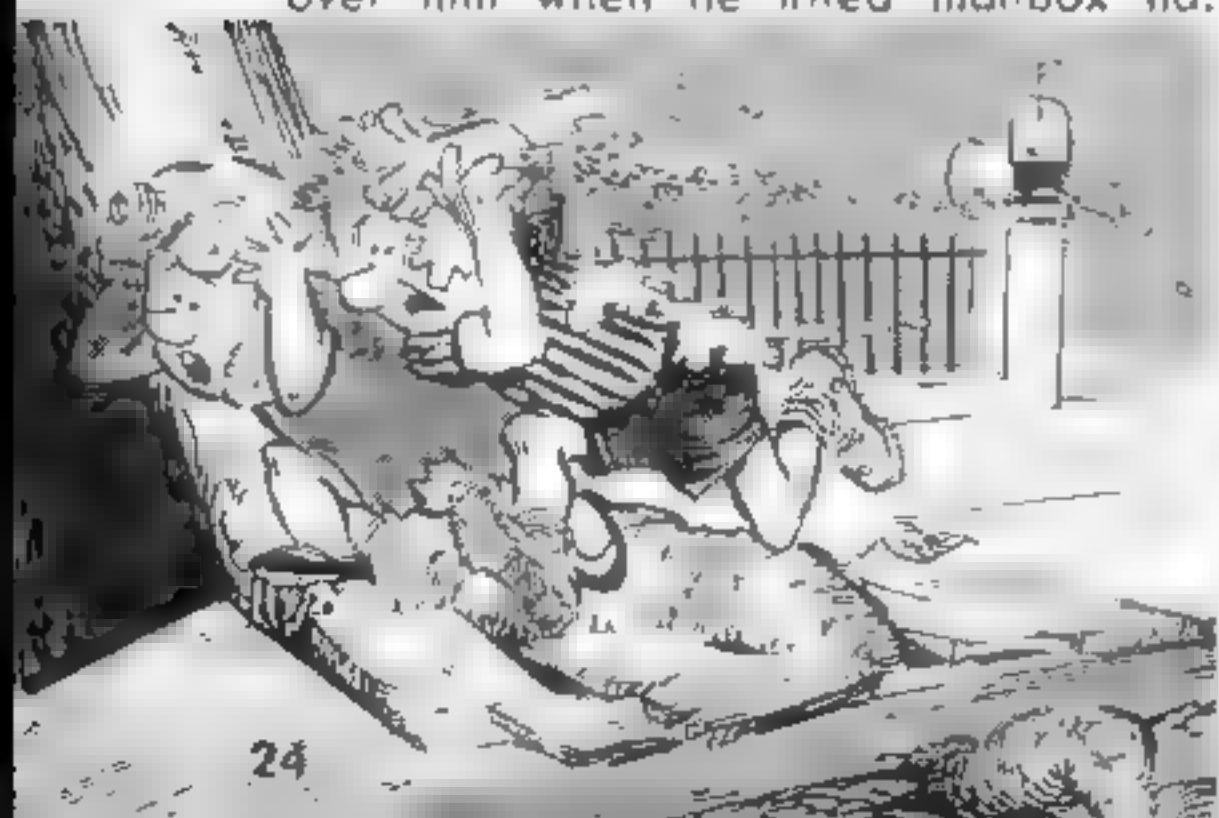
Tradition-bound Halloween pranksters who toss garden gate up into tree (1) find that gate shakes down torrent of rotten tomatoes balanced on branches.



Halloween prankster (2) who overturns garbage can is surprised to discover that falling lid removes muzzle and frees vicious dog hidden inside can.



Prankster planning to leave stinkbomb in mailbox (3) is greeted by swarm of bees attracted to honey released all over him when he lifted mailbox lid.



Prankster pulling old pin-in-doorbell gag (4) is shocked when he finds out that he now completes a circuit with the electrically wired "Welcome" mat

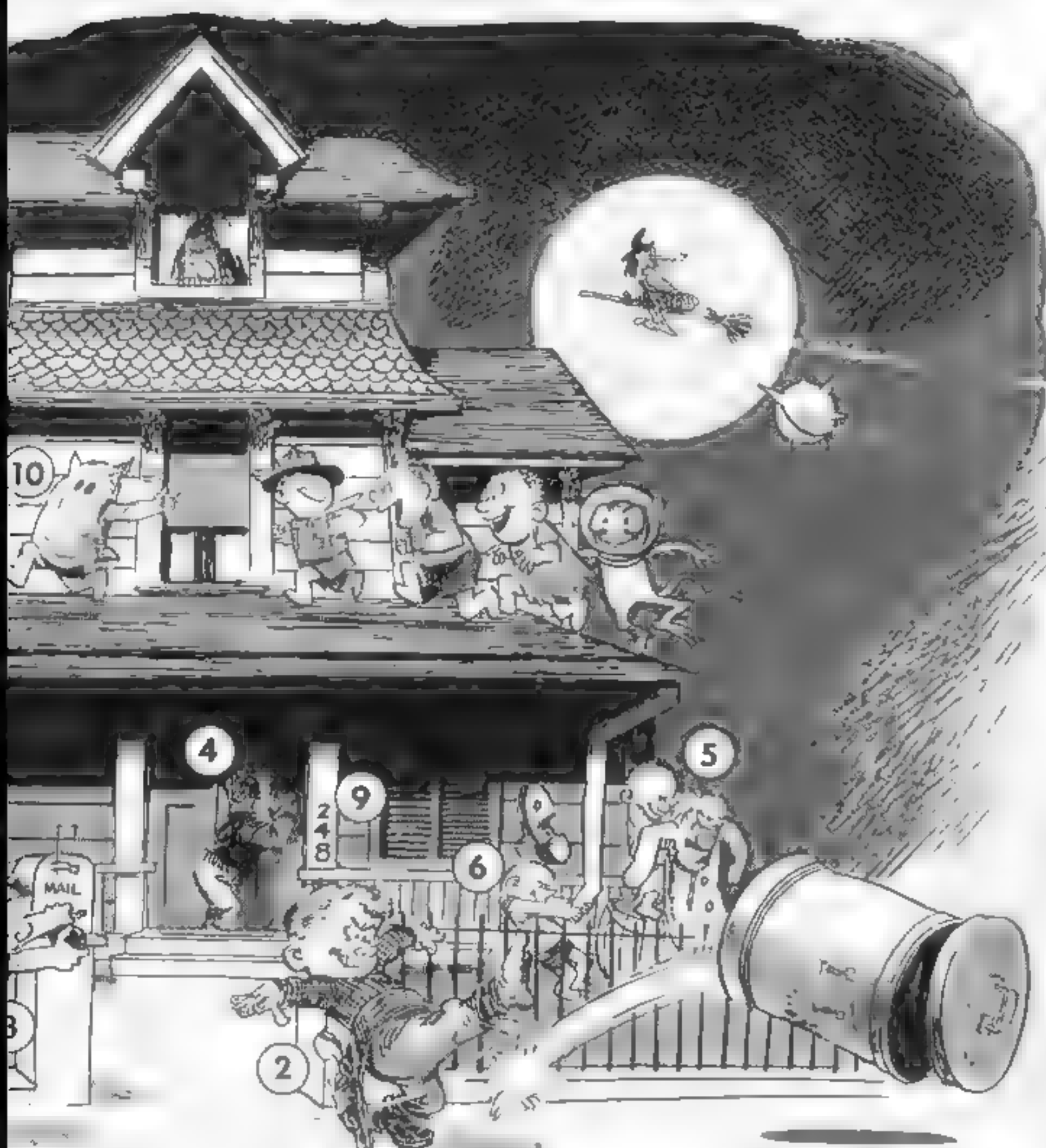


Prankster planning to hang home-made dummy from roof climbs on rain barrel (5), finds phony top is made of balsa wood, and barrel is filled with glue.

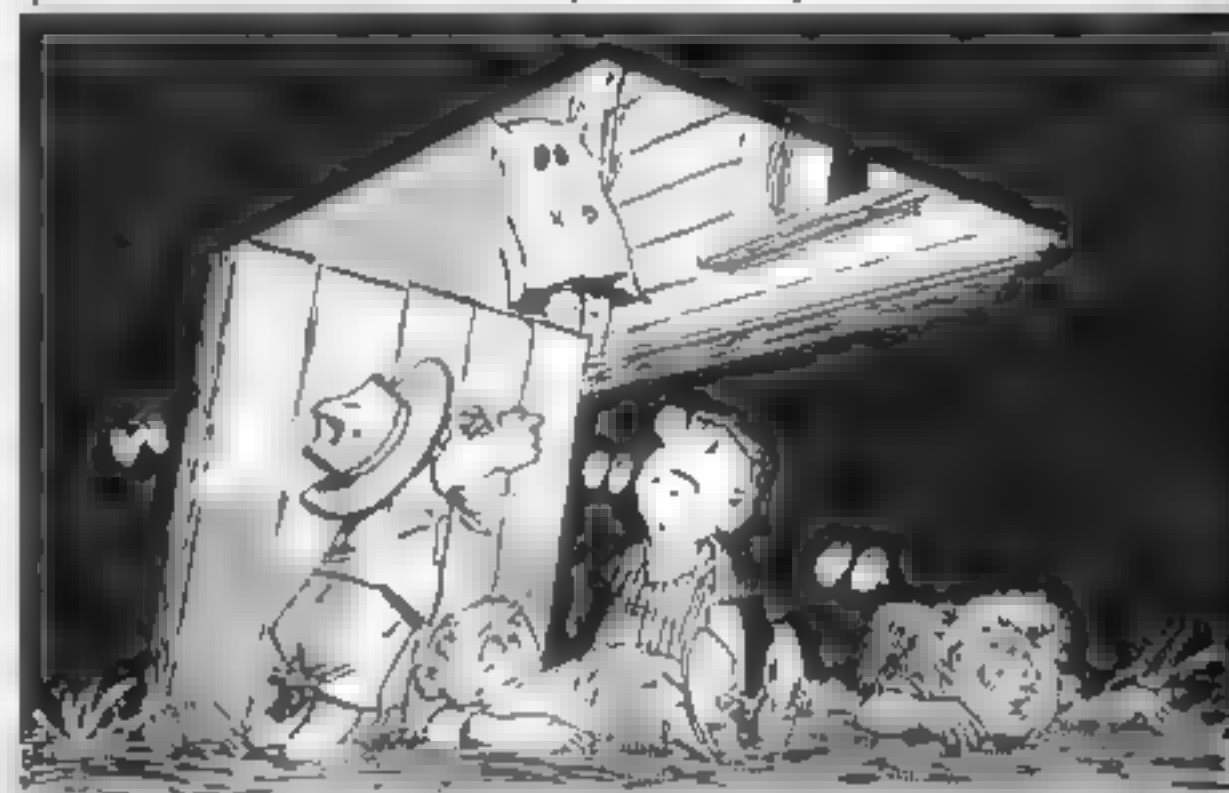


the place. Now, MAD proposes a fourth method, a new way of dealing with Halloween pranksters. Instead of falling for the old trick-or-treat bit, you surprise them with . . .

HALLOWEEN TREATMENT



Prankster (10) is no prankster at all, but actually counter-prankster hired by home-owner to direct unsuspecting pranksters toward traps and pitfalls.



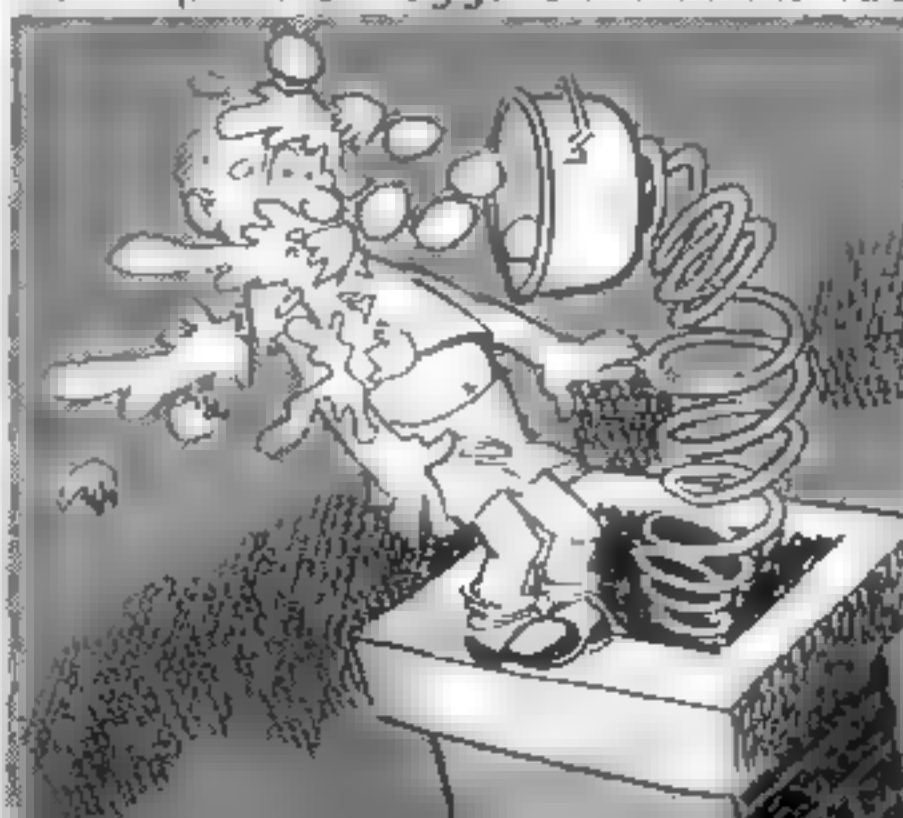
House number (9) has been temporarily changed from actual 243 to 248 which prevents pranksters from remembering number for retaliation following year.



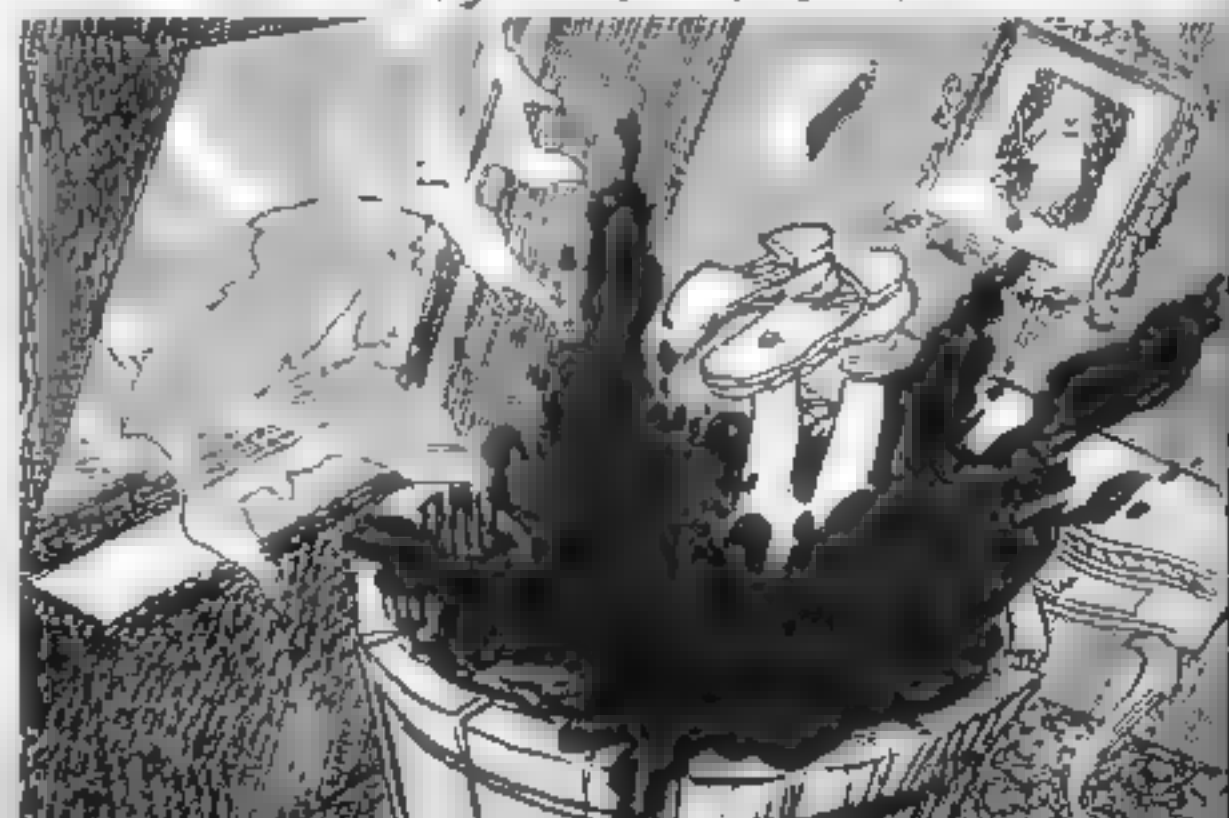
Prankster who decides to remove lower section of drainpipe (6) is shocked to discover upper section is filled with several pounds of chimney-soot.



Prankster aiming to dump rotten eggs down chimney (7) finds it is made of paper maché with catapult inside that hurls spattered eggs back in his face



Old window-soaping routine (8) gets sudden new twist when prankster finds glass is only cellophane and momentum carries him through into tub of tar.

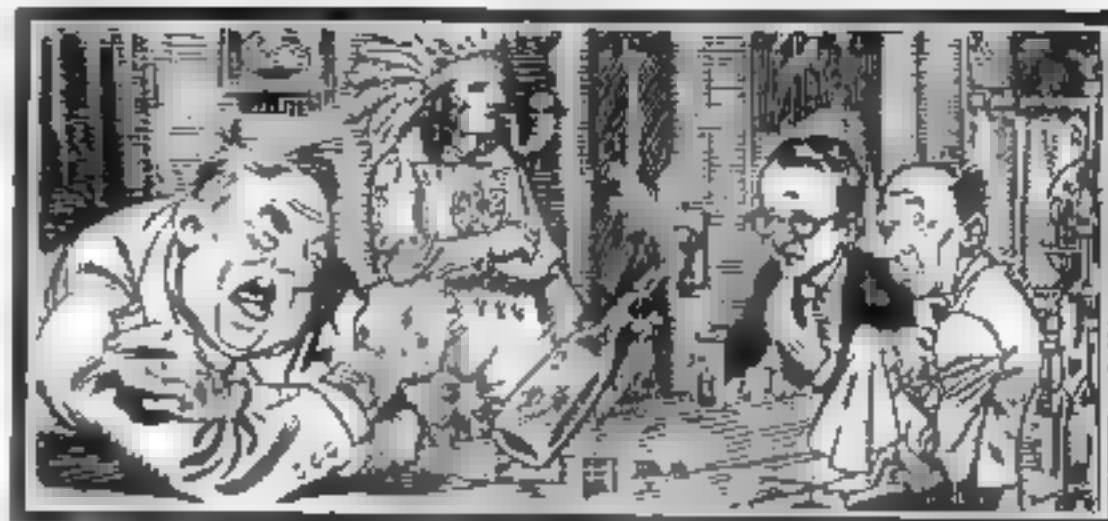


VERSE OF THE PEOPLE DEPT.

Surprising as it may seem, the United States is turning out more brilliant new poets today than ever before. But because so few magazines publish serious poetry, many of these talented young writers remain undiscovered.

With this article, MAD does its bit for the literary upsurge in America by opening its pages to some of the better young poets of today. So prepare yourself to be uplifted by . . .

THE MAD TREASURY OF UNKNOWN POETRY



HIYA, WATHA

by William Worthless Shortfellow

In the bar called Gitchy Goomy
Where they serve the giggle water,
Way up town on Eighty-second,
Near the Restaurant Nokomis,
Up by Feldman's Bagel Fact'ry,
There the shoe clerk, Melvin Watha,
Guzzles cola laced with bourbon,
Gets ideas then of much grandeur,
Thinks he owns a pipestone quarry;
Says he's Wally Cox, the mighty.
Pounds the bar and giggles silly,
Keeps on boozing, gets more sullen,
Doesn't pay the least attention
When the far more cheery drunkards
Call out gaily, "Hiya, Watha!"
Downs a shot and then another;
Laps it up till eyes get bleary;
Falls across the bar unconscious.

PICTURES BY JOE ORLANDO



I WANDERED LONELY AS A CLOD

by William Wordswords

I wandered lonely as a clod
Just picking up old rags and bottles,
When onward on my way I plod,
I saw a host of axolotls,
Beside the lake, beneath the trees,
A sight to make a man's blood freeze

Some had handles, some were plain;
They came in blue, red, pink, and green
A few were orange in the main,
The damndest sight I've ever seen
The females gave a sprightly glance;
The male ones all wore knee-length pants

Now oft, when on the couch I lie,
The doctor asks me what I see
They flash upon my inward eye
And make me laugh in fiendish glee.
I find my solace then in bottles,
And I forget them axolotls.

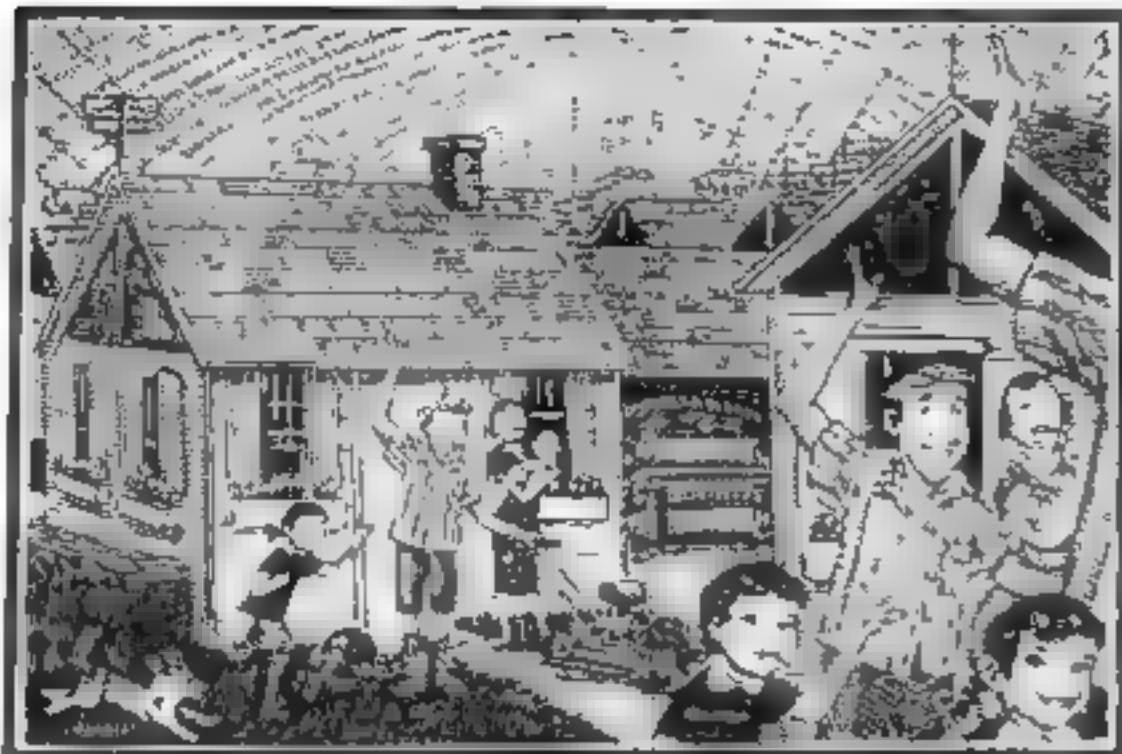
GARBAGE FEVER

by John Leftfield

I must go down to the city dump,
to the lonely dump and the sky,
And all I ask is a garbage truck
and a star to steer her by;
And the coffee grounds and the apple peels
and the rancid fat shaking,
And the grey smoke from the burning trash
and the grey dawn breaking

I must go down to the city dump,
for the call of an old shoe fried
Is a wild call and a clear call
that cannot be denied,
And all I ask is a windless day
when the acrid smoke hides the sun
And the garbage burns in a greasy mess,
and a thousand rats all run

I must go down to the city dump
to the vagrant gipsy life,
To a mountainous pile of orange peels,
far away from the city strife;
And all I ask is a merry yarn
from a laughing dump prospector,
And the quiet sleep and the sweet dream
of the happy trash collector,



IRVING KAHN

by Samuel Taylor Coolman

In Levittown did Irving Kahn
A lovely Cape Cod house decree
Where Alf, the sacred Neuman, dwelt,
And Nick Fazool and Olaf Svelt,
And even Sean McGee

There, fifty feet of crab grass ground
With picket fence were girdled round.
A place for little Milt to play,
A port for Irving's Chevrolet

But just one thing is not the very best
You can't tell Irving's place from all the rest!



IRVING KAHN

by Carl Sandhog

Odds maker of the World,
Draft Dodger, Eater of Blintz,
Rider of Railroads and the Nation's Fly Swatter;
Sullen, gassy, sniveling,
City of the Round Shoulders.

They tell me you are awkward, and I believe them; for I have
seen your painted women step into open manholes
and disappear.

They tell me you are sprawling, and I answer: Yes, it is
true; I have seen the real estate promoter build
suburbs and go free to build again.

They tell me you are bilious, and my reply is: On your broad
boulevards and narrow alleys I have seen men belch.

Come and show me another city with hanging head whining
and weak and loathsome and icky

Backhanded,

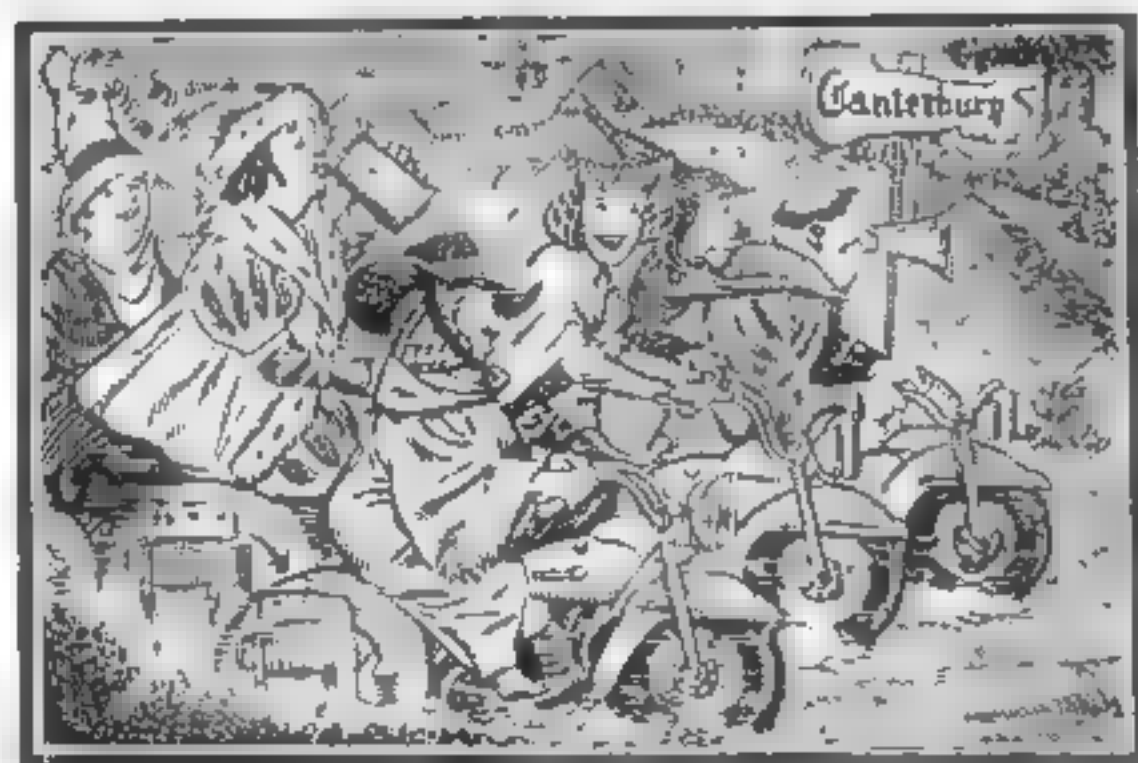
Fighting,

Struggling,

Losing,

Dealing, shuffling, redealing.

Proud to be odds maker of the world, draft dodger, eater of
blintz, rider of railroads and fly swatter for the nation



SELECTIONS FROM THE CANTILEVER TALES

by Melvin Chaucer

Whon thot Aprille swithen potrzebie,
The burgid prilly gives one heebie jeebie
Do paiddish kanzas sittie harrie truman
Though brillig to the schiepper alfred neuman;
And bawthid at the norstrug undeserving,
Do hark the wallish sparkin welcome iving.
It meethid to the mawking swabish crucial,
And battings forth positionne stanley musial
Do manny friling waspish overhearde,
Of bolbing with one slicke chicke, wanda furd

BEER

by Joyce Killjoy

I think that I shall never hear
A poem lovelier than beer
The brew that Joe's Bar has on tap,
With golden base and snowy cap
The foamy stuff I drink all day
Until my mem'ry melts away
Poems are made by fools, I fear,
But only Schlitz can make a beer

ON WRITING POETRY THAT ISN'T REALLY POETRY

by Ogden Knish

I've often thought my poems would be neater
If, in addition to rhyming, they had some trace of rhythm;
what I mean to say is meter
But when you're writing for the New Yorker and magazines of
that ilk which are read by the pseudo sophisticates,
they want you to do it cutely,
And if you send them good old fashioned poetry, they reject it
absolutely

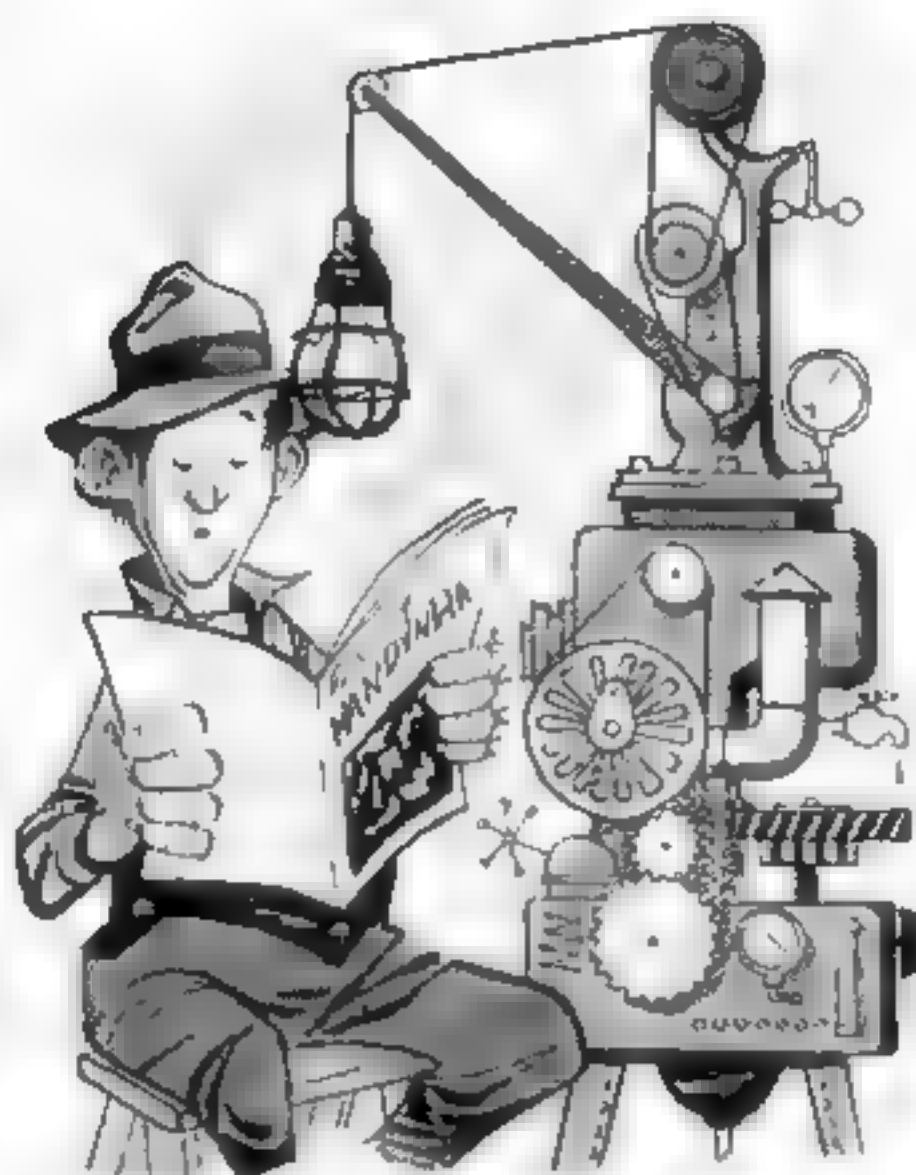
LIGHT OF YOUR LIFE DEPT.

Y'know how lots of times you don't enjoy something 'cause you're just not in the mood? Well, we figure that goes for reading material, too! That's why we've designed these

SPECIAL LAMPS



for reading ...
"Yachting"



for reading ...
"Family Handyman"



for reading ...
"Modern Screen"



for reading ...
"Official Detective"



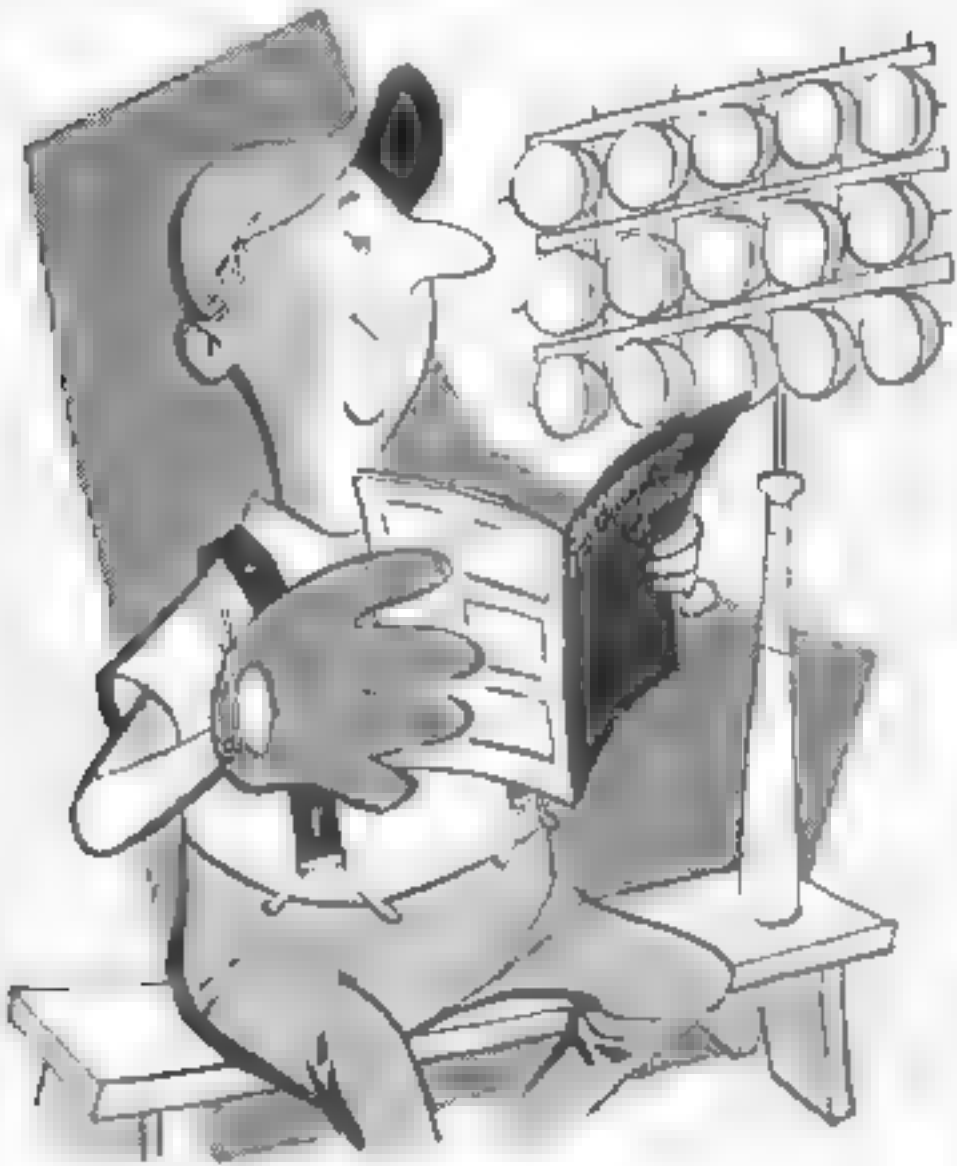
for reading ...
"Popular Photography"



for reading ...
"True Romances"

for reading magazines

PICTURES BY BOB CLARKE



for reading ...
"Sports Illustrated"



for reading ...
"Playboy"



for reading ...
"Horror Comics"

••Time and tide wait for Neuman



for reading ...
"Motor Trend"



for reading ...
"The Congressional Record"



for reading ...
"Mad"

You know why people are tense and nervous these days? We'll tell you why! Sensationalism! Today, everything that happens is magnified in the daily

MISLEADING

Entire Family Poisoned By Enraged Housewife

FUNGUS, MD. (SOS) Mrs Sarah Klunk poisoned every member of a family of fieldmice that had made their home in her attic today. Mrs. Klunk became enraged at the vermin when she discovered they were gnawing at treasured love-letters she'd

stored in her attic after her fourth husband passed away. The writer of the letters was not disclosed. Neither was the poison she used.

"It's none of your gol' darn business," Mrs. Klunk told reporters

ARTIST DISMEMBERS HATCHET WIELDER SUBDUED

WOODSTOCK, N. Y. (INS) Sidney Klutz, magazine illustrator, was subdued and straightjacketed by police today after an enraged hatchet attack upon a model he was working with. Klutz became hysterical when he discovered a piece missing from the kit of a plastic replica of the S.S. United States he was putting together. In a fit of pique, the artist smashed the partially-completed model ship to smithereens.

Never before

GUNMAN STUNNED BY LONG TAX SENTENCE

SMEED CITY, OKLA.—(DNB). Byron Brisket, one of the state's top skeet-shooters, has given up trying to figure out his income tax form.

"There's one sentence that's over 82 words long," states Byron, "and it's got me so confused, I'm at my wit's end!"

TELEPHONE OPERATOR NAILS RED

GREPPS, ARIZ. (AT&T) A survey of telephone operators here revealed the startling fact that all three of them prefer red polish for their fingernails. "Colorless nail polish is for creeps!" stated operator Gladys Glotz, of the 12 to 8 AM shift "I mean, if you're gonna wear nail polish, why not wear one you can see. You know what I mean. I mean, what's with

HIGHWAY TOLL MOUNTS OVER WEEKEND

ACNE, COLO. (AP) - Toll-takers at the new three-mile Acne Super Highway reported that more drivers paid tolls over the past weekend than ever before.

A total of 23 cars passed over the eight-lane stretch between Friday and Sunday. This was the largest total since the new highway was opened. At this rate, the road should be paid for in another 175 years.

Body Dissolved By Chemistry Professor

AARDVARK, WISC. (PSC) - The fact-finding committee in investigating the cost of experimental Guinea pigs at Aardvark University was disbanded today by Professor Carl Umlaut of the Chemistry Department. The

body consisted of four faculty members and three students. "I saw no reason to continue the study," explained Umlaut. "We've been getting along fine using freshmen for our laboratory."

newspapers. Even small-town newspapers, in an effort to stimulate circulation, are now resorting to sensationalism. Just take a look at these . . .

HEADLINES

MODEL BY POLICE

in automotive his

STRIKE CALLED THOUSANDS WALK OUT

regular laboratory and matter of

EXPOSED WIRE SHOCKS LINEMAN

WINSTON-SALEM, N. C.—Hank Shlubb, right guard for the Winston-Salem Filters pro football team, was shocked today when he walked into his house and discovered an opened telegram laying at his feet. The wire announced that Shlubb had been traded to Biloxi. "Well," said the burly lineman, "that's the way the ball bounces!"

EAST FRINGE, N.H. (TASS) Three thousand disappointed baseball fans walked out of Cowznofsky Field last night after East Fringe shortstop, Felix Dilk, last man to bat, received a called third strike. There were three men on base at the time.

Highlight of the game, which was won by West Fringe, 1-0, was a free-for-all riot in the stands during the second inning when a foul ball

MADMAN SHOOTS 83 WHILE CROWD GASPS

Search Starts For Missing Club Owner

DISGUSTED MATE PRESSES SUIT: ASKS FOR SPEEDY SEPARATION

GLUGG CITY, MASS. (COP)—Fred Mildew will leave the Merchant Marine after 30 years' service this week. Mildew made his decision after being reduced from first to second mate for repeated seasickness. Interviewed while ironing out his new three-button civilian

suit, Mildew told reporters he was finished with sea life and would ask the Merchant Marine for immediate separation from service.

"This problem has come up time and time again," scowled Mildew, "and I'm just disgusted about the whole thing."

MOHAIR, ALA. (W-MW) Alfred E. Neuman, an employee of MAD Magazine, astounded a crowd of 2000 when he shot an 83 in the Mohair Open yesterday. Neuman's nine-hole score was the worst ever recorded in the tournament.

Meanwhile, tournament officials began looking for Dexter Abercrombie, who had reported earlier that his No. 7 iron was missing. It was discovered that Neuman, who owns no golf equipment whatsoever, had borrowed the club to use in the tournament without telling Abercrombie.

DANNY KAYE DEPT. PART I

In his travels around the world for the United Nations Childrens Fund (UNICEF), for which he serves as Ambassador-at-Large (with Diplomatic Portfolio), Danny Kaye has learned as much about children as any adult has a right to know. And he has found in a col-

lection of songs by Milton Schafer, many of the attitudes and most of the amusing foibles of children he has come to know in all lands. Danny has recorded these songs in a delightfully entertaining album called "Mommy, Gimme A Drinka Water" (Capitol T-937), in which

THE NEW

© 1957 by Frank Music Corp., 119 W. 57th Street, N.Y.C., Used with permission.



he successfully effects a child's voice to express the joy, the adventures, the excitement and the heart-tugs of childhood. And now, in this "SPECIAL ENGAGEMENT," Danny Kaya performs two of these songs for MAD readers of all ages. This first one is called...

BABY

**Do unto others before they do unto you



PICTURES BY WALLACE WOOD



AND THEN I WROTE DEFT

Have you noticed how almost everything ever written is being turned into a musical these days by Broadway and TV? We mean serious books like Green Grow the Lilacs (Oklahoma!) and Tales of the South Pacific (what else?) straight plays like Pygmalion (My Fair Lady) and They Knew What They

COMING

BE SURE AND SEE

"CROSSED WIRES"

A NEW MUSICAL BASED ON
THE MANHATTAN TELEPHONE DIRECTORY



WITH
MYRON AAB AND CLAUDIA ZZYK
(GR. 3-3599) (RE. 2-9970)

AND AN ALPHABETICAL CAST OF MILLIONS

HEAR THESE SMASH HITS:

- "My Finger is Sore from Dialing"
(But Darling, I'm Still Smiling)
- "We've Got a New Extension on Romance"
- "I Ran Out of Nickels But Not Out of Love"
- "I'm Hung Up on the Girl Who Hung Up on Me"
- "You May be Unlisted in the Phone Book,
But You're Listed in my Heart"
- "I Flipped The Yellow Pages"
And Flipped Over You

**BOOTH
THEATRE**

"... Really rings the bell!"
—Lineman's Journal

"... Made me feel like crying!"
—Gladys Phlink, Operator

OPENING SOON

SUTURE SELF

A SICKLY NEW MUSICAL BASED ON
"The Handy Home Medical Guide"

STARRING
CALVIN MONICA CHALNCEY
SCURVY SPLEEN BILE
AND A HUGE SUPPORTING PLASTER CAST



COME OUT SCREAMING THESE HIT TUNES:

- "You Told Me That You Loved Me
But The Stethoscope Doesn't Lie"
- "The Object Of My Infection"
- "Love Me, Love My Pancreas"
- "His Hypodermic Needle
Was Cupid's Arrow To Me"
- "Liver Come Back To Me"
- "Somebody Stole My Gall"
- "The Rash Is Ended, But The Malady Lingers On"

O.R. AMPHI THEATRE

"Great Show, if you've got the stomach for it!"

—American Medical Assoc.

"I loved every minute of it!"—Peter Lorre

Wanted" (Most Happy Fella) and even children's stories like "Aladdin" and "Cinderella." If this keeps up, when they run out of popular novels, plays and stories, they'll start basing musicals on less-likely works. And then, before you know it, you'll be whistling tunes from these

MUSICALS

PICTURES BY BOB CLARKE

SEATS NOW FOR
THE MOUTHWATERING MUSICAL EXTRAVAGANZA

"Cold Potatoes"

A Gay Romance of Songs, Smiles,
and Excess Stomach Acidity

based on

MOTHER MURPHY'S COOK BOOK

Starring:

"Peaches"

MELBA

"Eggs"

BENEDICT

with

"Shrimp" MARINARA and "Beef" STROGONOFF
and a tasty supporting cast

Hear These Succulent Songs:

"You Burned The Rolls And Singed My Heart"

"He Met His Gal on the Alimentary Canal"

"I Made A Pig Of Myself Over You"

"My Alphabet Soup Spelled Love"

"The Meatballs Were Potted"
(And So Was I)

"... Highly recommended!"

—DUNCAN HINES

"Tender!"—CHEF'S DIGEST

"Well Done!"—GOURMET MAGAZINE

PROTEIN THEATRE

WILLY + NANCY

DON'T MISS THE NEW SMASH-HIT MUSICAL

"WHISTLE STOP" ^(b)

BASED ON

THE UNION PACIFIC TIMETABLE (c)

STARRING	♦	
FENWICK CULPEPPER (d)	AND	NORMA TOGGLE (a)
« WITH	ENGINE	NO 199 (f) ♠
FEATURING THESE	GREAT	SONGS (w)
"WHO MET WHO	IN	ROOMETTE 2 " "
"TIPTOE THROUGH	THE COAL	CAR ' +
"I TOOK THE TRAIN,	BUT SHE	TOOK THE PLANE"
✱ ♣ +	(AND GAVE	ME THE AIR) •
"YOU AND THE NIGHT	AND THE	BRAKEMAN"
"YOU SWITCHED YOUR	LOVE AND	WRECKED MY HEART"
"I FOUND YOU	ON THE	5:02" ♥

FOOTNOTES

(b) No Performance Sundays

(c) September, 1958, Edition

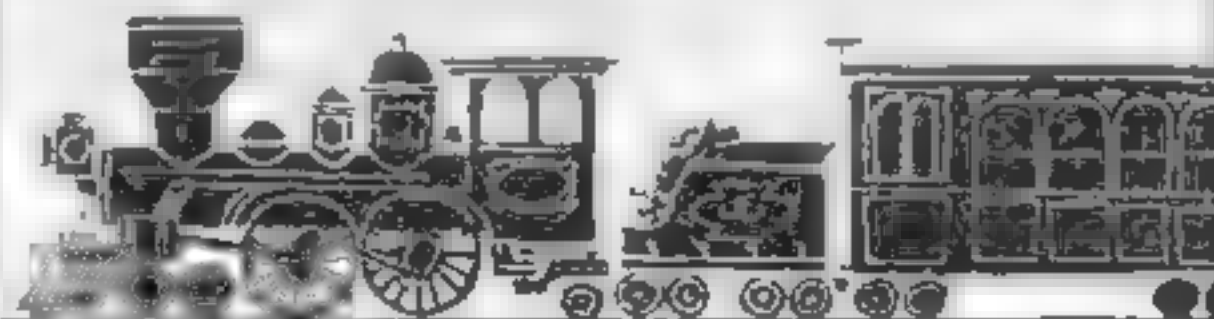
(d) Poor Tenor

(e) Producer's Girl-Friend

(f) First Act Only

(w) Subject to change without notice

"This Show's Got Punch!"—CONDUCTOR'S QUARTERLY



THEATRE IN THE ROUNDHOUSE

PLAYHOUSE

AND JUST TO PROVE THAT WE KNOW WHAT WE'RE TALKING ABOUT, HERE ARE THE WORDS OF THE . . .

TOP SONG HITS

from

COMING MUSICALS

THE BELL-BOX OF MY HEART

from
"CROSSED WIRES"
The Musical based on
"The Manhattan Telephone Directory"

Ring-a-ling-ling-ling
Ting-a-ling-ling-ling.
Goes the bell-box of my heart
But like AAA
And Zzyttienfeld
I'm afraid we're far apart

Ting-a-ling-ling-ling.
Ring-a-ling-ling-ling.
Our souls can't get connected.
You must think my love
Is a slug, my dear.
The way it's been rejected

I'm tired of busy heart-lines.
I'm tired of all this cryin'.
Say that you love me ten times.
Or even say it nie-yin!

You funny little Quentin 6-0842.
Can't you see that Plaza 3 loves Y-O-U?

OH, YOUR LIPS SAY CENTRAL STANDARD

(But Your Heart's On E.S.T.)
from
"WHISTLE STOP"
The Musical based on
The Union Pacific Timetable

When I Am in Lover's Lane at 6:02,
My heart-ticket punched with love you
promised me
You Lv for Other Arms at 5:02!
Oh, your lips say Central Standard
But your heart's on E.S.T.

Then I Am at Other Arms at 8:08,
'To find out where my faithless love can be
No you Lv for Greener Fields at 7:08!
Oh, your lips say Central Standard,
But your heart's on E.S.T.

Some day you'll find that you can never Lv me
And Ar, too late, at the fact that I'm terrific
Though your lips and heart may be
Both, at last, on E.S.T.,
My love, you'll learn, will then be on Pacific!

THE NOAH WEBSTER WALTZ

from
"THREE MILLION LITTLE WORDS"
The Musical based on
The Dictionary

Come dance the Webster Waltz with me
Round and 'round the dik'ahûn-êr'î.
The music's low, the moon is high
(Not drunk - sl. - but in the sky)
I love you (lûv, v. i., o t)
You mean the world (wûrld, n.) to me
My life (lîf, n.) is yours alone;
You melt my heart (AS, hearts), once stone
You're swell (not bulge
But tops and keen)
You're oke (colloq.)
Get what I mean?
But why waste time describing words
When both our hearts are light as birds?
Love must be our creed, our badge
Am I not right (rit, AS., rîht, ad.)?

THAT OLD GOOD COOK BOOK

(A Song of Faith)
from
"COLD POTATOES"
The Musical based on
Mother Murphy's Cook Book

When your sinnin' soul's a hung'rin'
And for food-of-love doth cry,
Get out that old Good Cook Book
And bake a Humble Pie

If your heart is burpin' hatred
Till you feel you wanna die
Open your Good Cook Book, friend
And bake a Humble Pie

A pinch of baby's kisses,
A dash of Christmas joy
Sprinkle with the freckles
Of a wide-eyed country boy
Now add a cup of wine from
A friendly, shaggy pup
Then grab a hunk of bread and say
The whole kaboodle up!

When the Master Chef doth call you
To that Kitchen in the Sky
Side by side you'll stand a-starrin'
With that trusty Book nearby
And you and He, forever
Will bake a great big Humble Pie

SAVIN' MY LOVE

from
"LOVE IN A SILA"
The Musical based on
The Farmer's Almanac

I'm savin' my love
For a nice rainy day
Like the 18th of March
Or the 7th of May

That show'r should be fine
On the 3rd of July.
Or else, dear, let's give
August 7th a try

May I kiss you, my darlin'
Some night 'neath the moon?
Perhaps the 3rd Quarter
On the 19th of June?
Or if you insist
On a moon that is bright
Let's make it March 3rd,
It'll be Full that night

We will toll on the sand
And make love by sea-side,
But before 8 00, or else
We'll go out with the tide!

YOU WILL

from
"TOO MUCH CHICKEN"
The Musical based on
The Army Manual

You will gaze into my eyes
(U.S. M-1-903, blue)
You will kiss my tender lips
(G I., Mouth-Operated, two)

You will strike an azimuth
My nomenclature you will chart
You will say that you love me
And reassemble my stripped heart

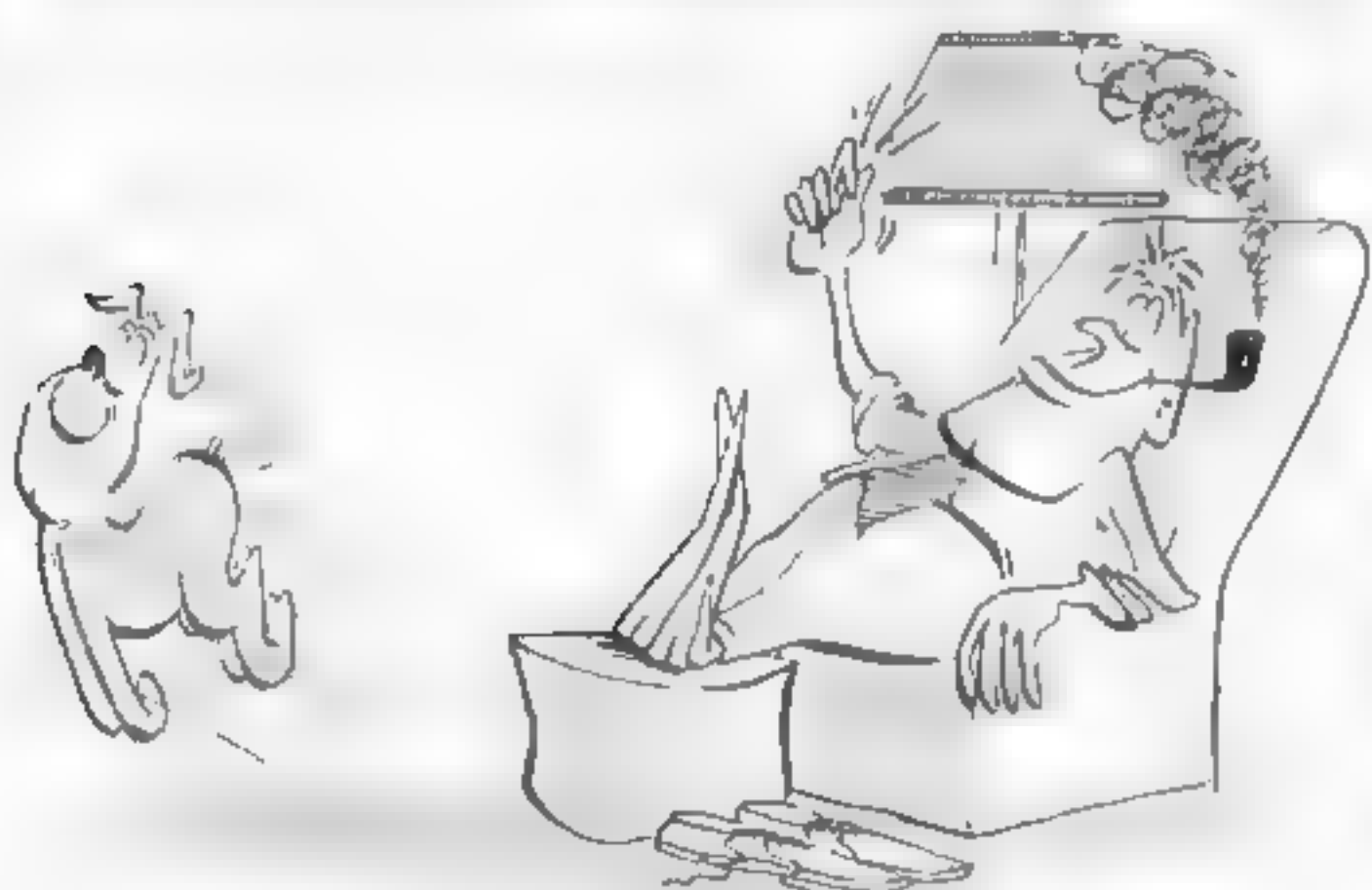
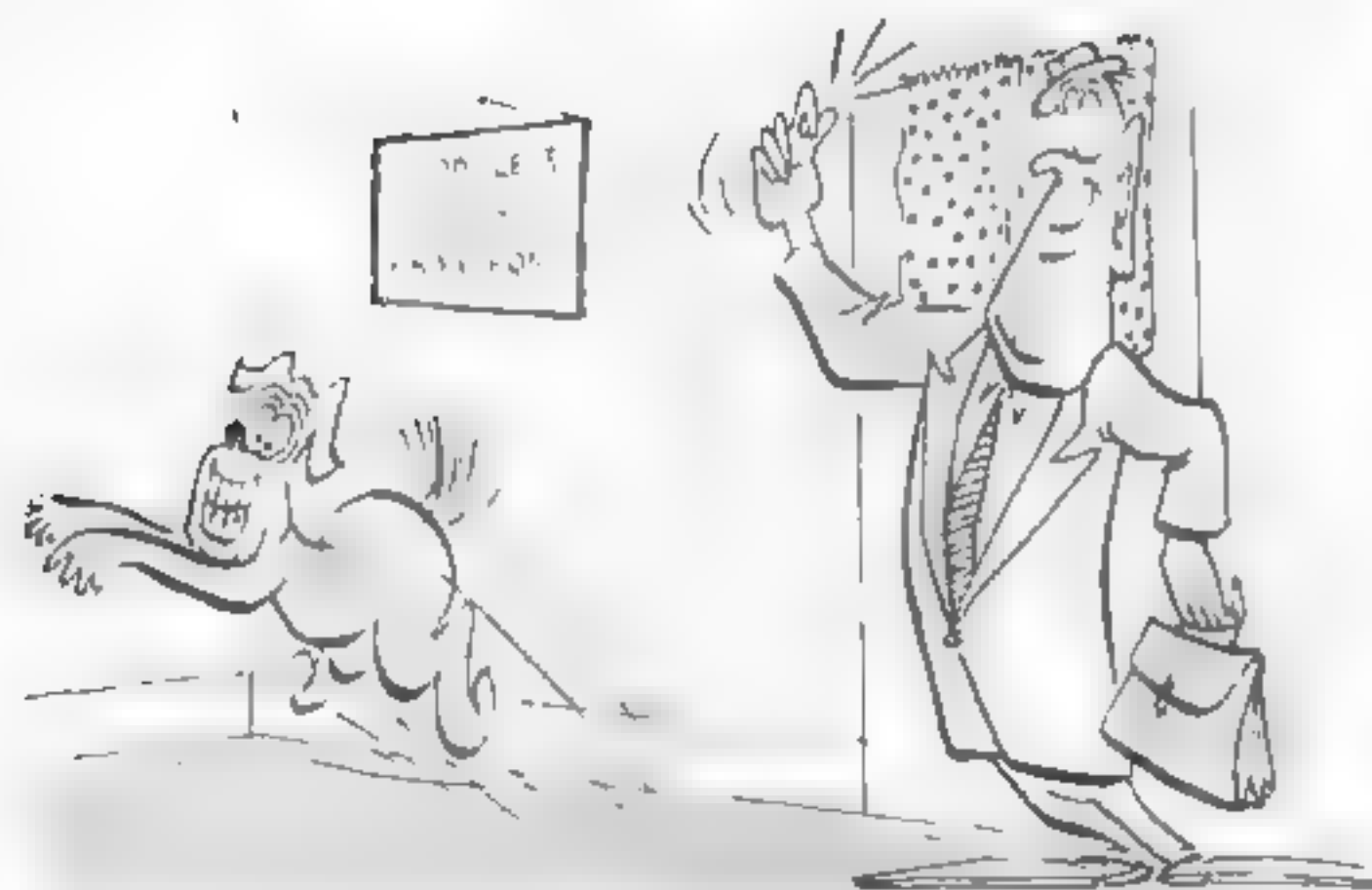
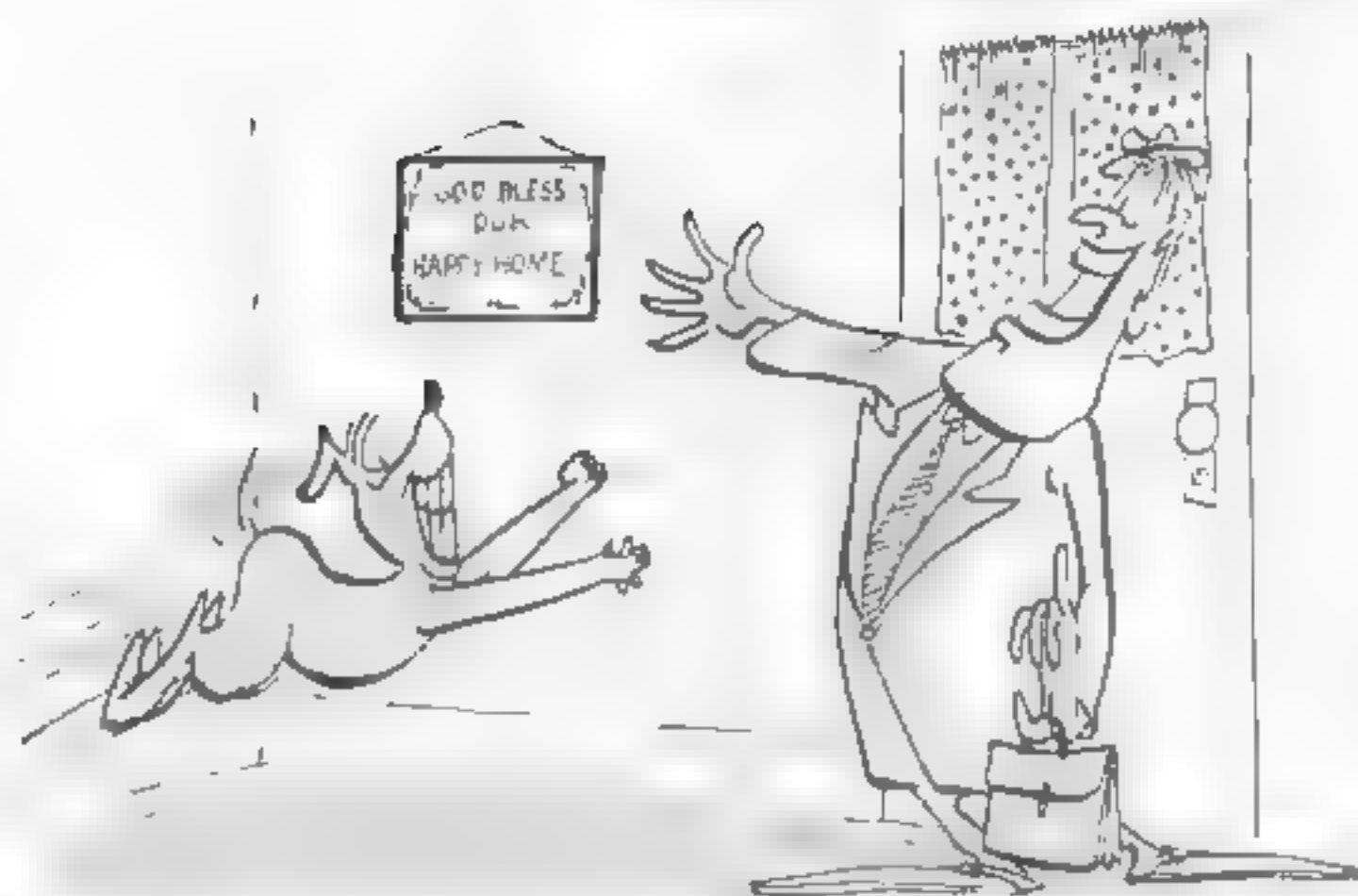
You will dream of me tonight
At 0300, you'll awake
You will see my face before you
And with love your heart will quake

You will whisper soft and tenderly
'I love you, Zinnzer, Sidney D. -
420698-P'

Baby'

Here's a MAD tale about
 "Man's Best Friend"
 by "Man's Worst Enemy", Don Martin,
 who brings you his own idea of . . .

The End of a Perfect Day





BOB

BOB & RAY DEPT.

It's time once again to interrupt these idiotic carryings-on for one of our more serious articles, as Bob and Ray's roving correspondent, Wally Ballew, stands by with another of his educational on-the-spot interviews. Mr. Ballew is now waiting for us outside the Brill Building in uptown New York City, so come in, Wally Ballew, with your...



RAY

MUSIC REPORT



PICTURES BY MORT DRUCKER



Well, for instance, one local recording company was planning to put out a revival of "The Road To Mandalay." So this firm sent me over there, to find out if the dawn really does come up "like thunder out of China 'cross the bay"!

And does it?



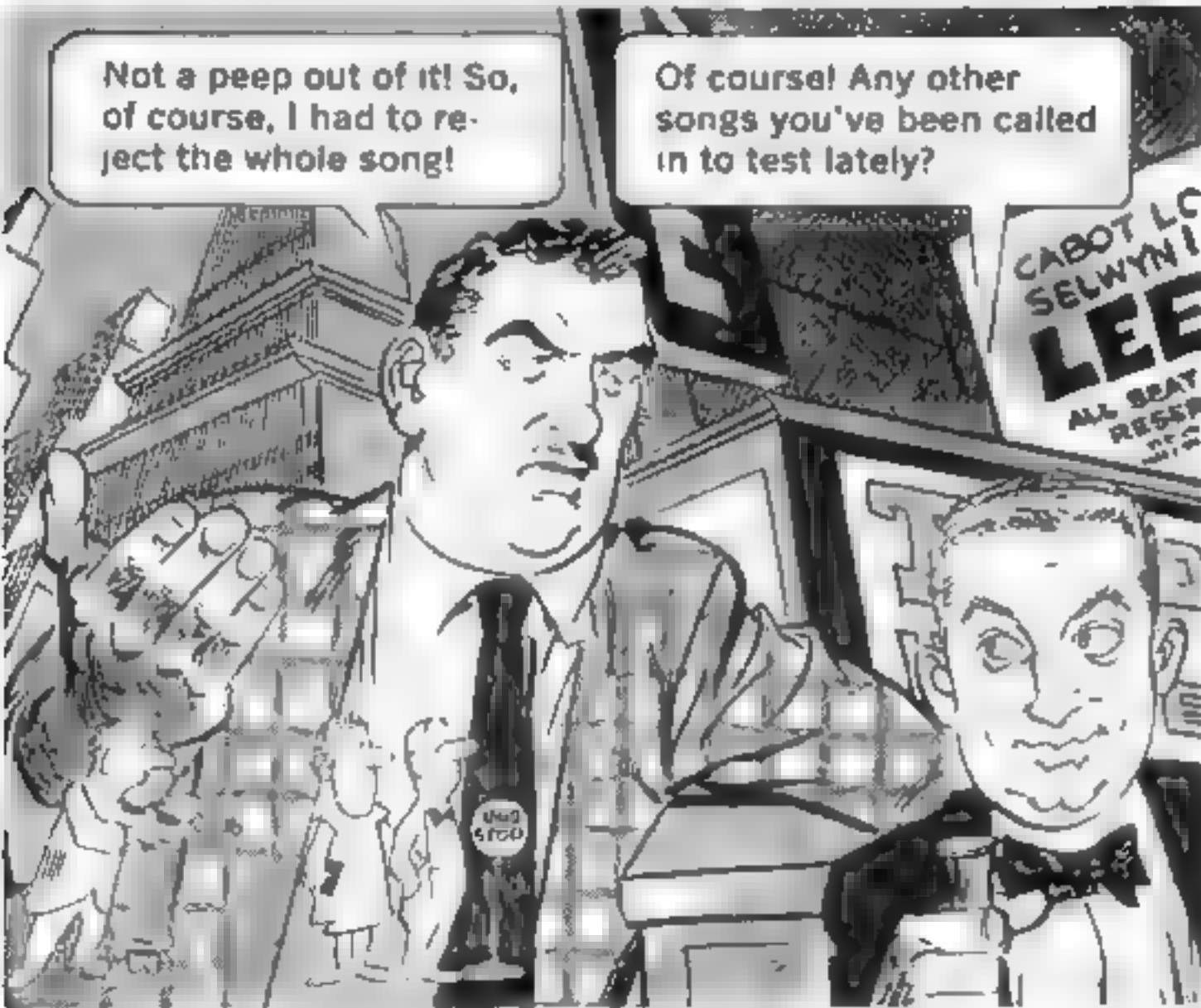
Well, I'll tell you . . . I took a lot of amplifying equipment over there with me. And even so, I couldn't hear a thing!

The dawn came up real quiet, eh?



Not a peep out of it! So, of course, I had to reject the whole song!

Of course! Any other songs you've been called in to test lately?



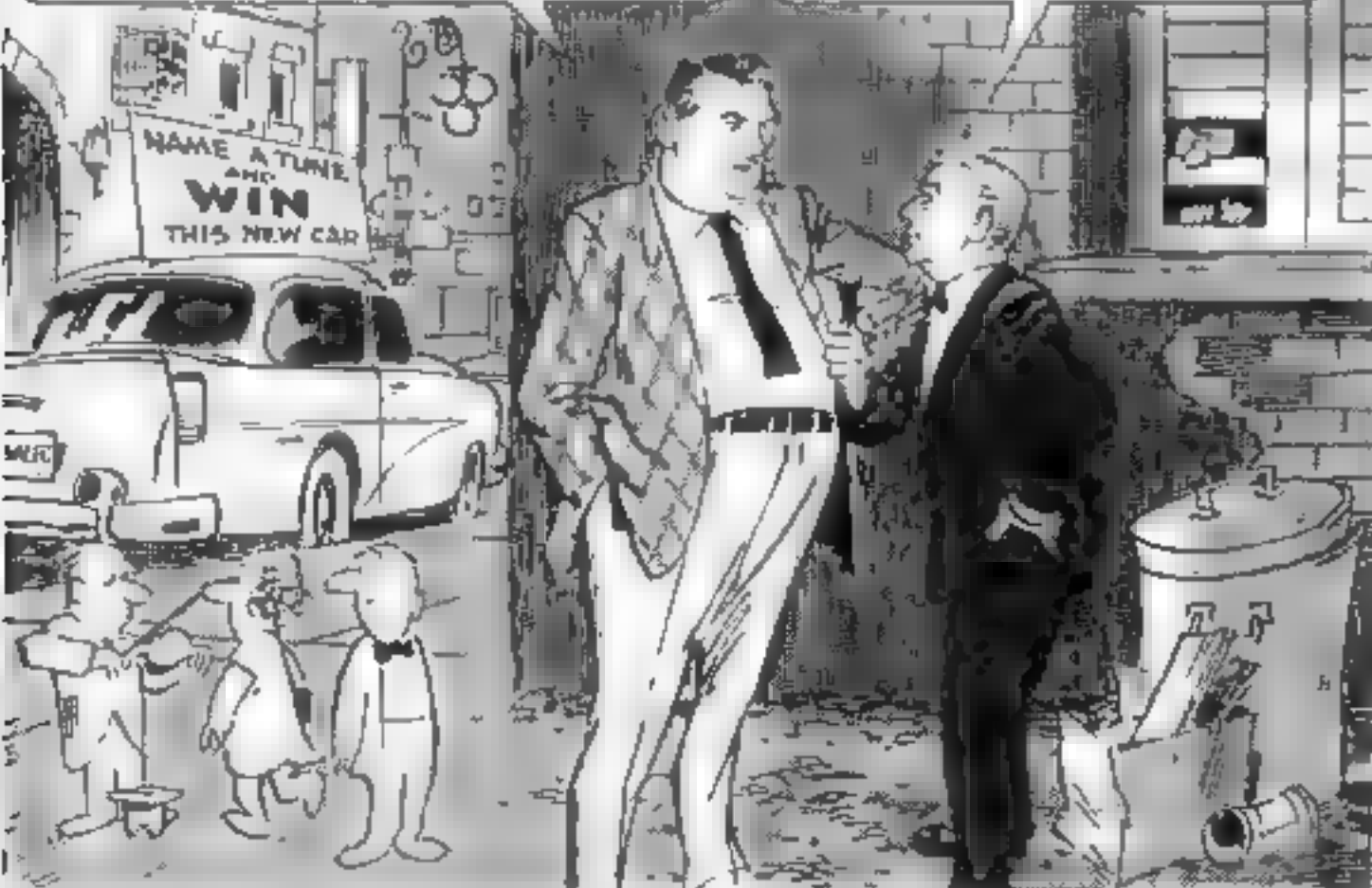
Well, last winter a big recording company was getting ready to put out a new record of "Shine On, Harvest Moon." And they were a little worried about that line that goes "Snow time ain't no time to sit outdoors and spoon." So they hired me to test it

And what were your findings?



I gave a complete okay! I froze both ears, and the girl I took with me was laid up in bed with the flu for a week!

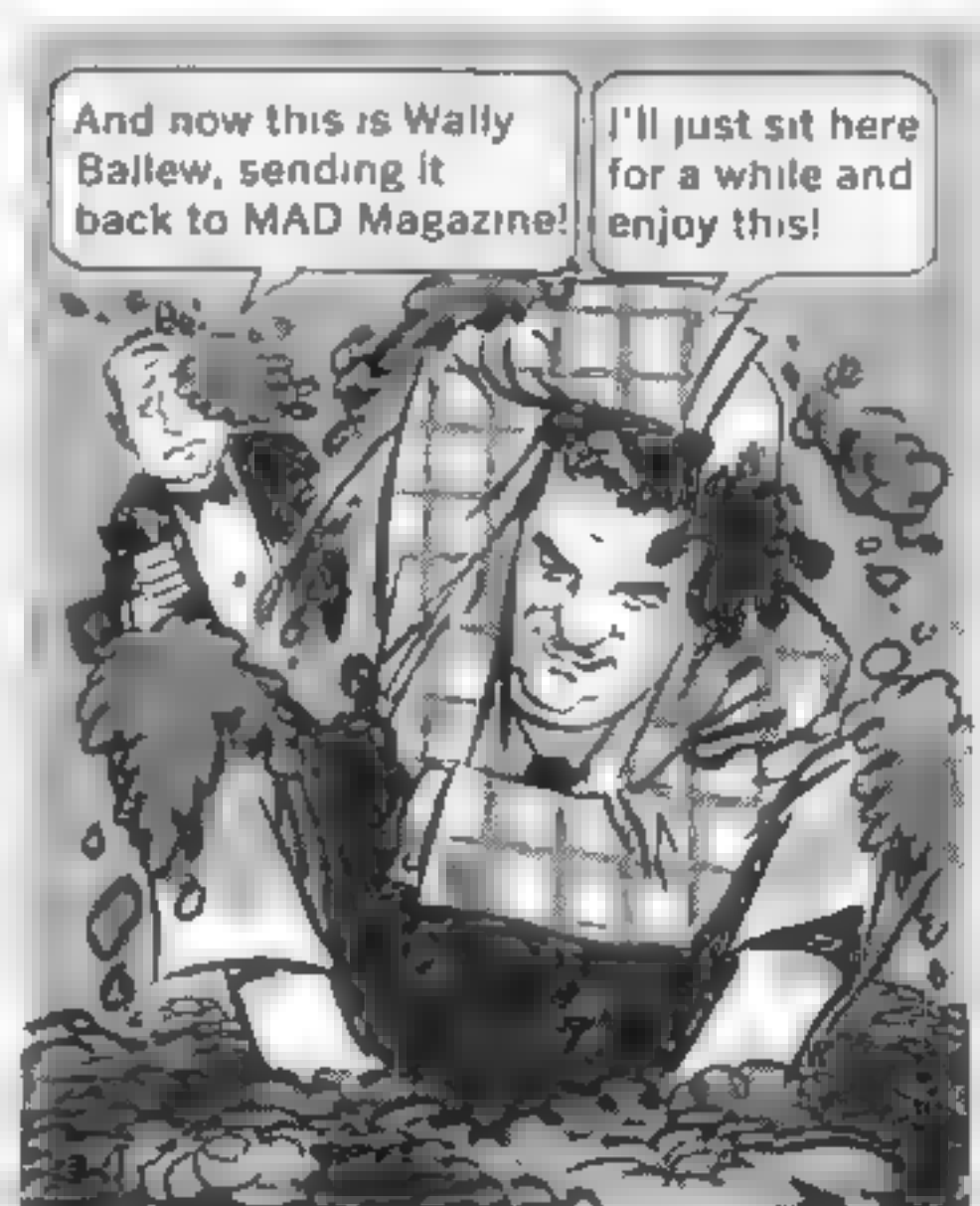
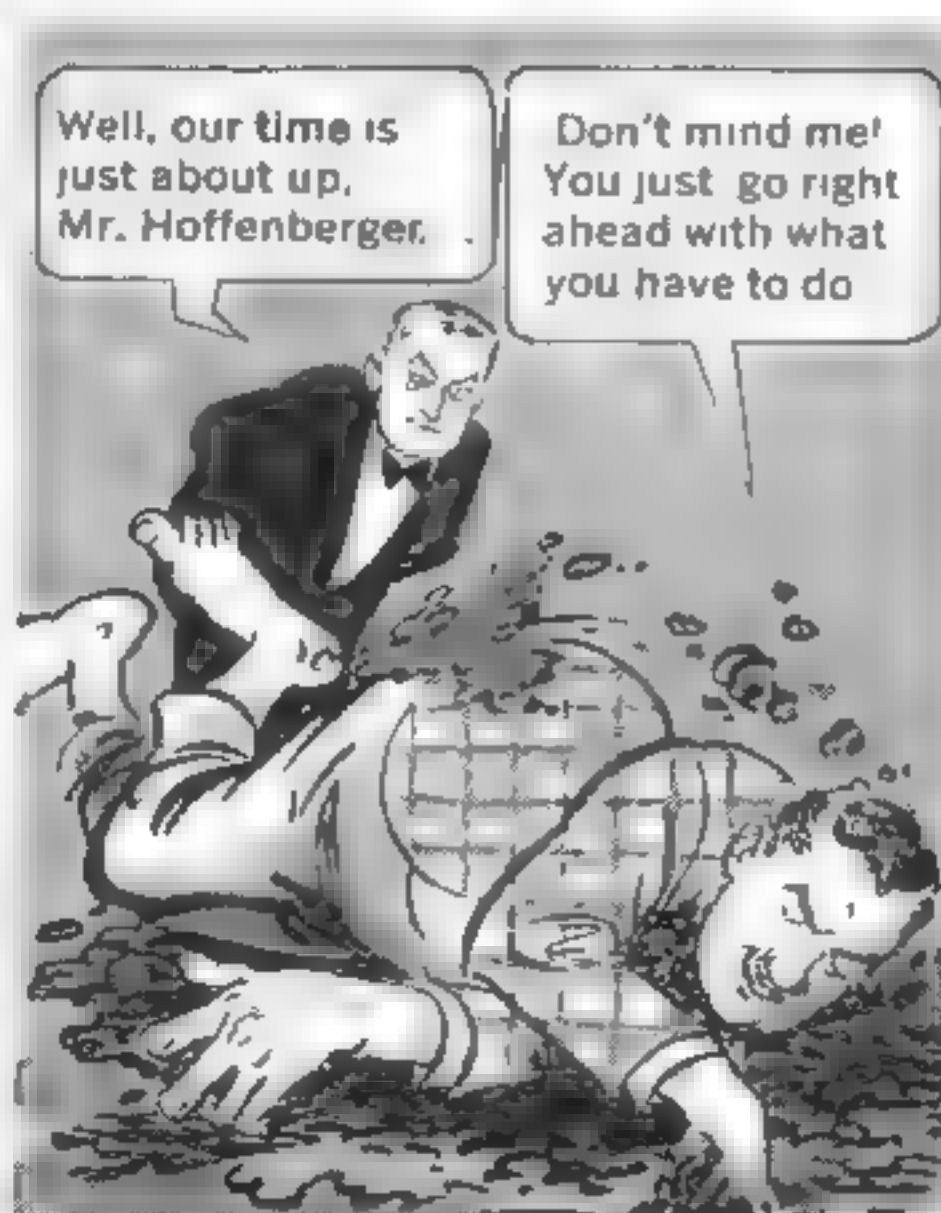
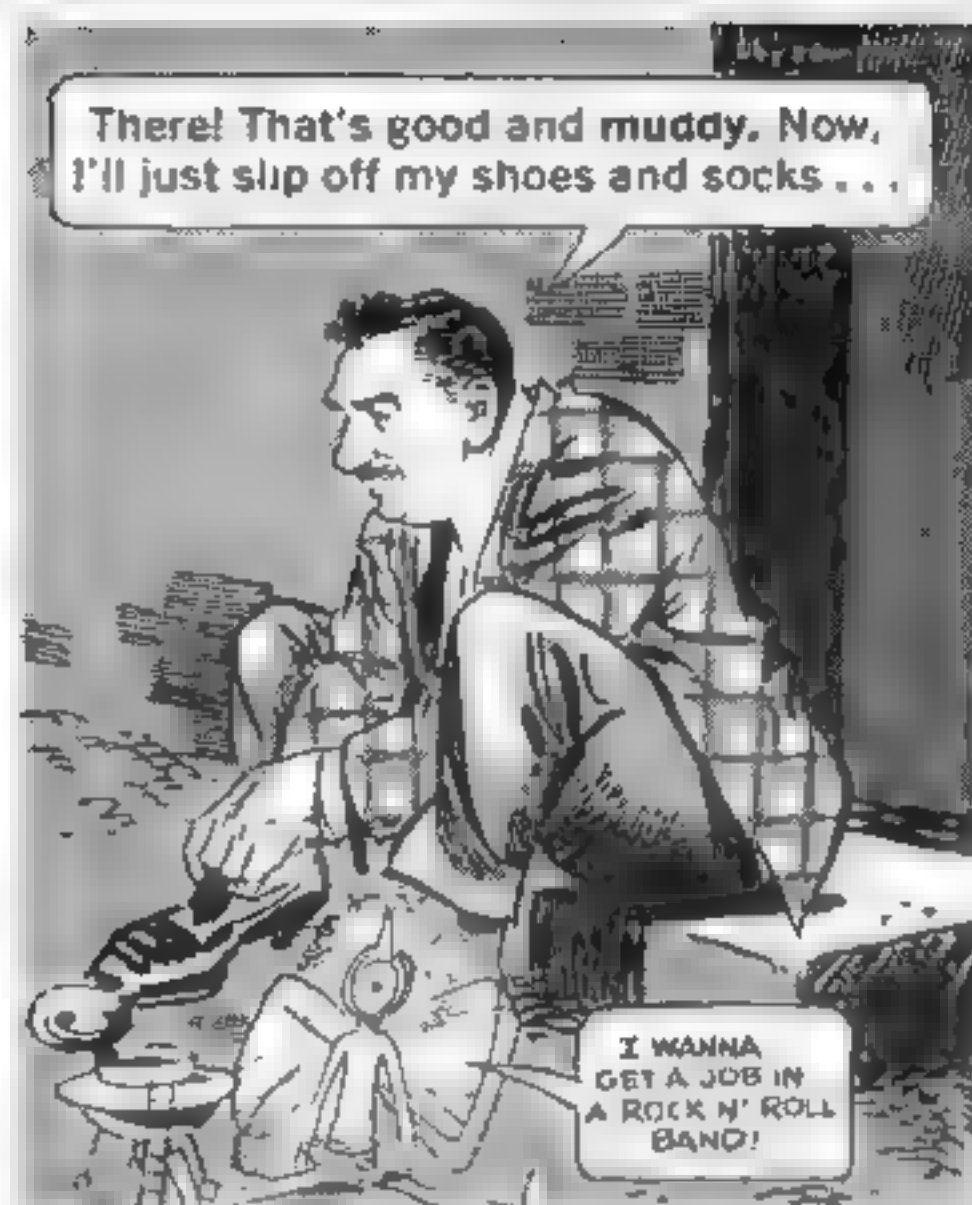
I see. Now, I understand you're going to test a song for us right here. Is that correct?



That's right, Mr. Ballew! If it's all right with you, I intend to find out right now whether it's really "a treat to beat your feet on the Mississippi mud!"

Well, that should be very interesting. Is that what you have in the cardboard box there . . . Mississippi mud?





TELEVISION DEPT.

We've always suspected that PLAYHOUSE 90, television's most honored dramatic show, was so named because of the number of commercials it had. And recently we discovered we were right.

If you will study this cameraman's production schedule for a forthcoming presentation (that one of our spies swiped) you'll agree with MAD that a better name for the show would be . .



PAYHOUSE 90

The Hour-And-A-Half Show With Plenty Jack



FROM: MARTIN MANULIS

TO: IZZY

SUBJECT: TIME SCHEDULE FOR "REQUIEM FOR A PLAYWRIGHT"

CBS
TOP
SECRET

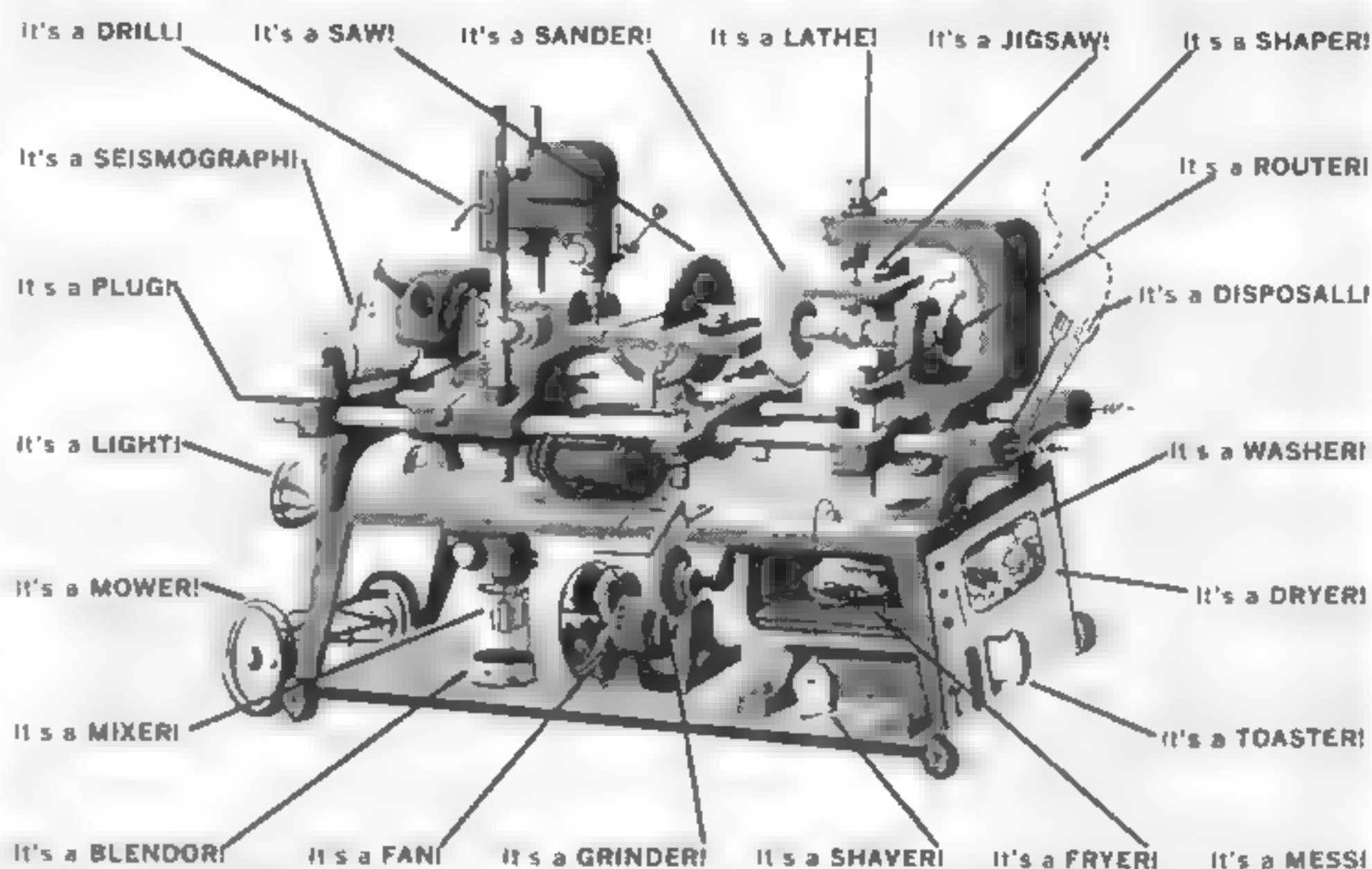
CAMERA PICK-UP	TIME	SEGMENT	REMARKS
1. -FADE IN	3 MINUTES	"90" TRADEMARK, MUSIC STING	
2. -DISSOLVE	4 MINUTES	HOST INTRODUCES HIMSELF, PLAY, AUTHOR, PRODUCER, DIRECTOR, CAST, AND FIRST COMMERCIAL...	
3. -CUT TO	4 MINUTES	COMMERCIAL #1	
4. -DISSOLVE	3 MINUTES	"90" TRADEMARK, MUSIC STING	
5. -DISSOLVE	1 MINUTE	ACT 1, "REQUIEM"	
6. -CUT TO	4 MINUTES	"90" TRADEMARK, MUSIC STING	
7. -CUT TO	4 MINUTES	HOST SUMMARIZES PLAY'S TITLE, AUTHOR, PRODUCER, PRODUCER'S WIFE, PRODUCER'S CHILDREN... AND INTRODUCES NEXT THREE COMMERCIALS...	
8. -CUT TO	6 MINUTES	COMMERCIALS 2, 3, AND 4	
9. -DISSOLVE	3 MINUTES	"90" TRADEMARK, MUSIC STING	
10. -DISSOLVE	2 1/2 MIN.	ACT 2, "REQUIEM"	
11. -CUT TO	1 MINUTE	STATION BREAK	
12. -REPEAT SHOTS 1 & 7	7 MINUTES		
13. -CUT TO	6 MINUTES	COMMERCIALS 5, 6, AND 7	
14. -DISSOLVE	3 MINUTES	"90" TRADEMARK, MUSIC STING	
15. -CUT TO	3 MINUTES	HOST SUMMARIZES ACTS 1 AND 2	
16. -CUT TO	3 MINUTES	"90" TRADEMARK, MUSIC STING	
17. -DISSOLVE	2 MINUTES	ACT 3, "REQUIEM"	
18. -DISSOLVE	3 MINUTES	"90" TRADEMARK, MUSIC STING	
19. -CUT TO	3 MINUTES	HOST SUMMARIZES FIRST SEVEN COMMERCIALS	
20. -CUT TO	1 MINUTE	STATION BREAK	
21. -DISSOLVE	3 MINUTES	"90" TRADEMARK, MUSIC STING	
22. -DISSOLVE	6 MINUTES	COMMERCIALS 8, 9, AND 10	
23. -CUT TO	2 MINUTES	ACT 4, "REQUIEM"	
24. -CUT TO	2 MINUTES	HOST SUMMARIZES PLAY AND ALL 10 COMMERCIALS, AND INTRODUCES TRAILER FOR NEXT WEEK'S SHOW	
25. -CUT TO	5 MINUTES	TRAILER FOR NEXT WEEK'S SHOW	
26. -DISSOLVE	3 MINUTES	CREDITS	
27. -CUT TO	3 MINUTES	"90" TRADEMARK, MUSIC STING	
28. -FADE OUT	90 1/2 MIN.		

IZZY - Wene

TRAUMATIC WORKSHOP DEPT.

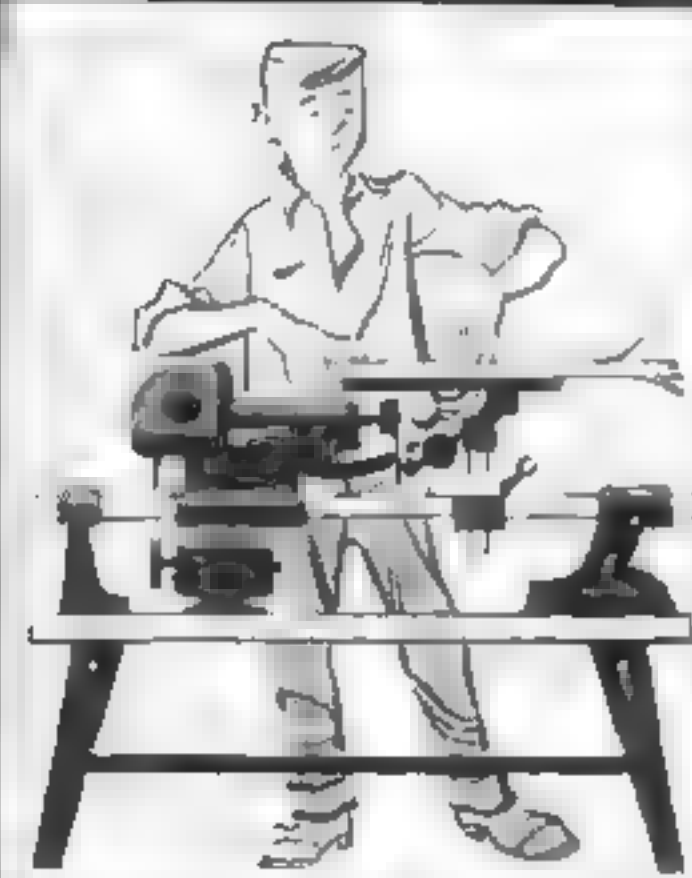
Few home craftsmen can afford all the power tools they need. Several years ago, a manufacturer found that by combining *two* power tools, he could sell them cheaper. Other manufacturers were quick to hop on the bandwagon, and they started getting fancier and fancier by combining as many tools as they could manage. As each new tool was added, new problems arose. But brilliant and costly engineering came through. And so, today, we have the ingenious SMITHSHOP. This machine is so clever, it leaves every home-craftsman spellbound when he sees it. In fact, he can't even resist *buying* it! To be sure, single-purpose power tools are still the easiest to use, but the dazzling SMITHSHOP makes the craftsman *forget* this. It even makes him forget that it's *cheaper* to buy them power tools *separately* now!

THE SMITHSHOP

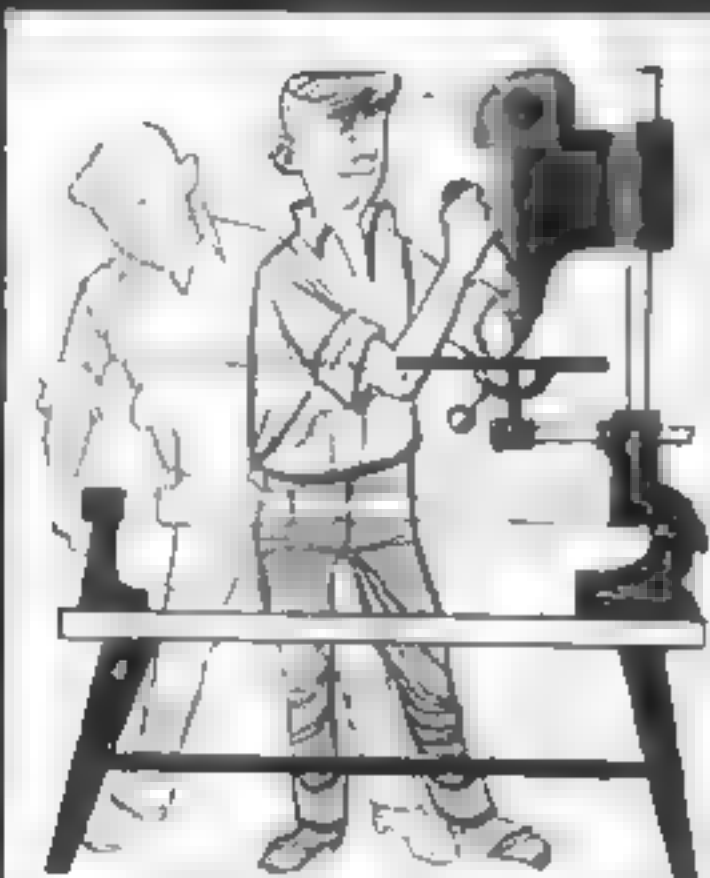


PICTURES BY BOB CLARKE

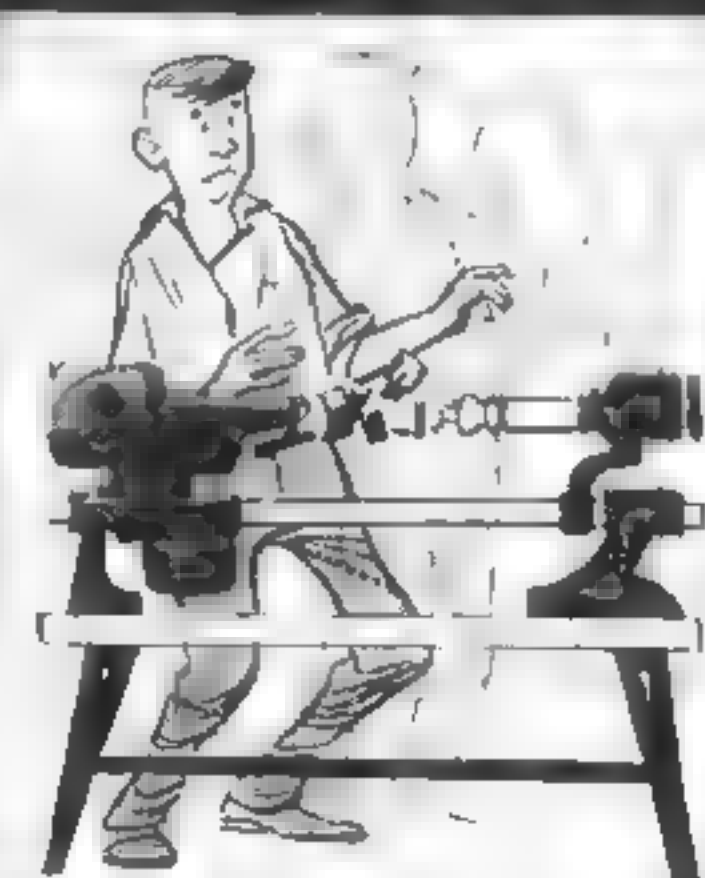
STEP-BY-STEP DEMONSTRATION SHOWS SOMETHING MADE FROM START TO FINISH BY



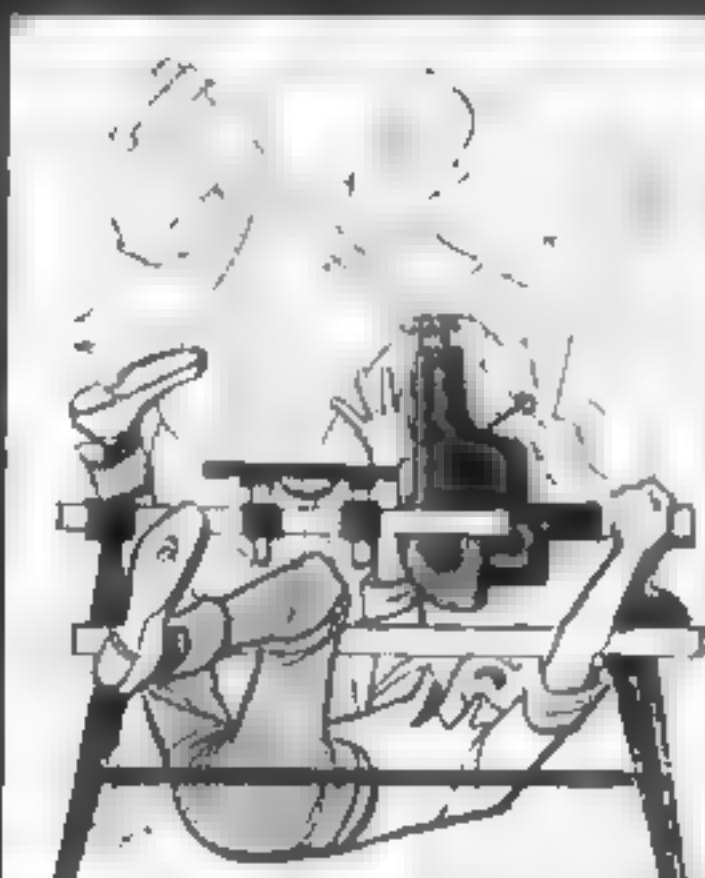
First adjustment makes it into a table SAW



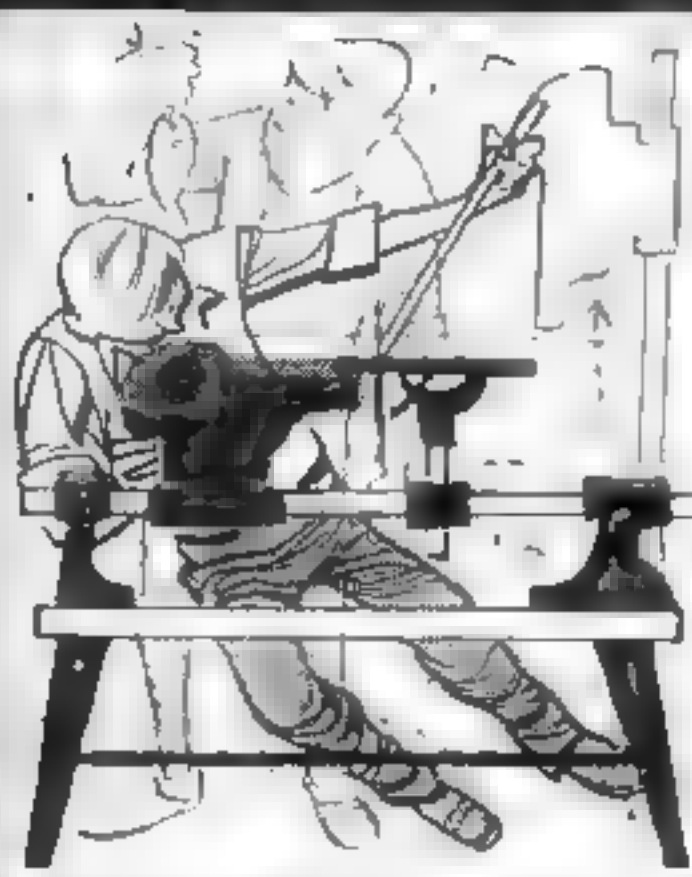
Then, quick shift turns it into DRILL PRESS



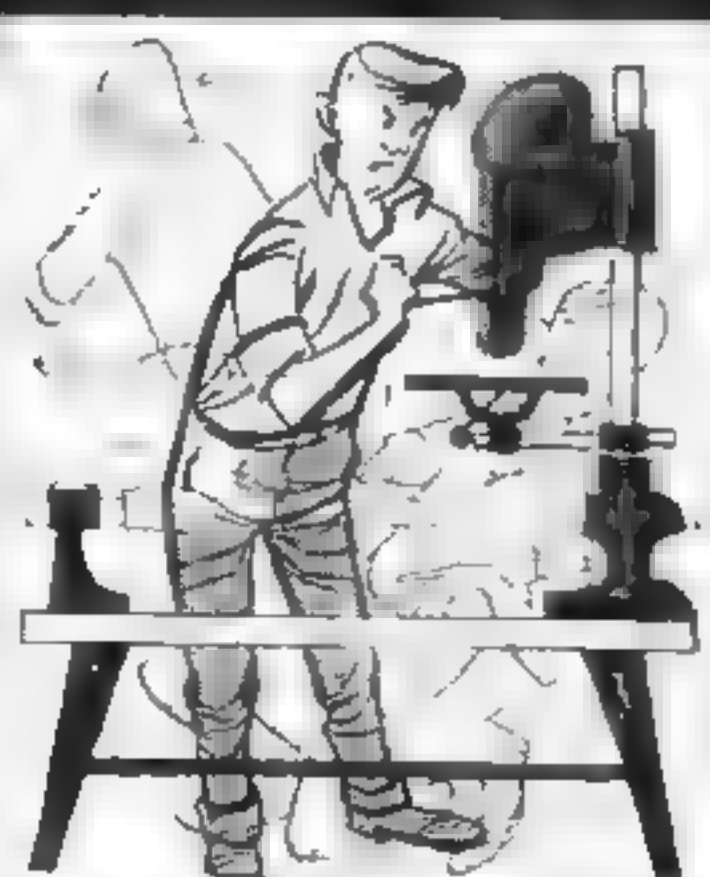
Next comes changeover to high-speed LATHE



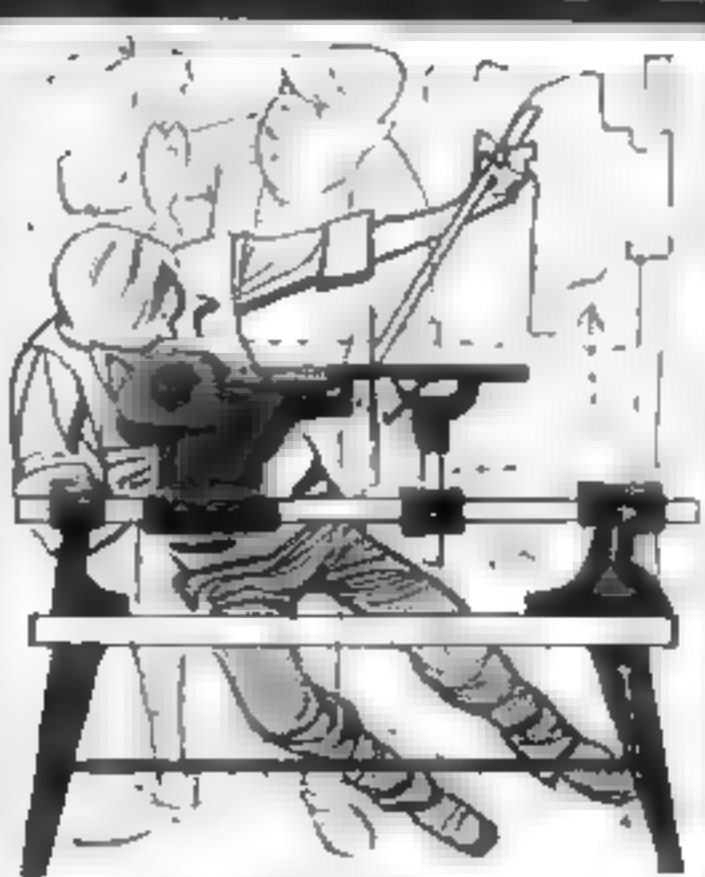
It's easy to make rapid switch to a SHAPER



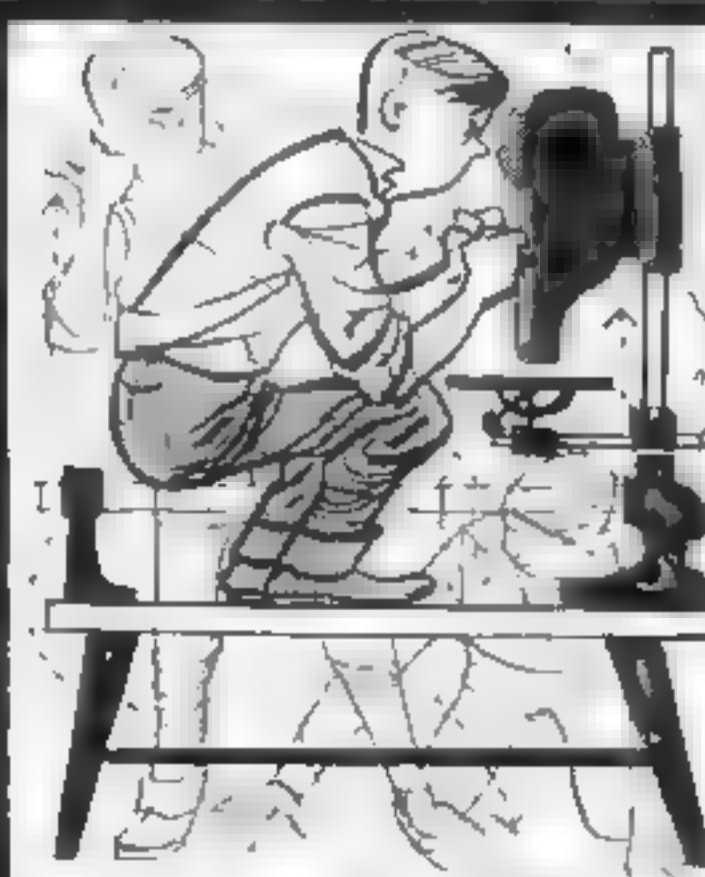
Then, a return to SAW for an additional cut



And back to the DRILL



Once again to the SAW



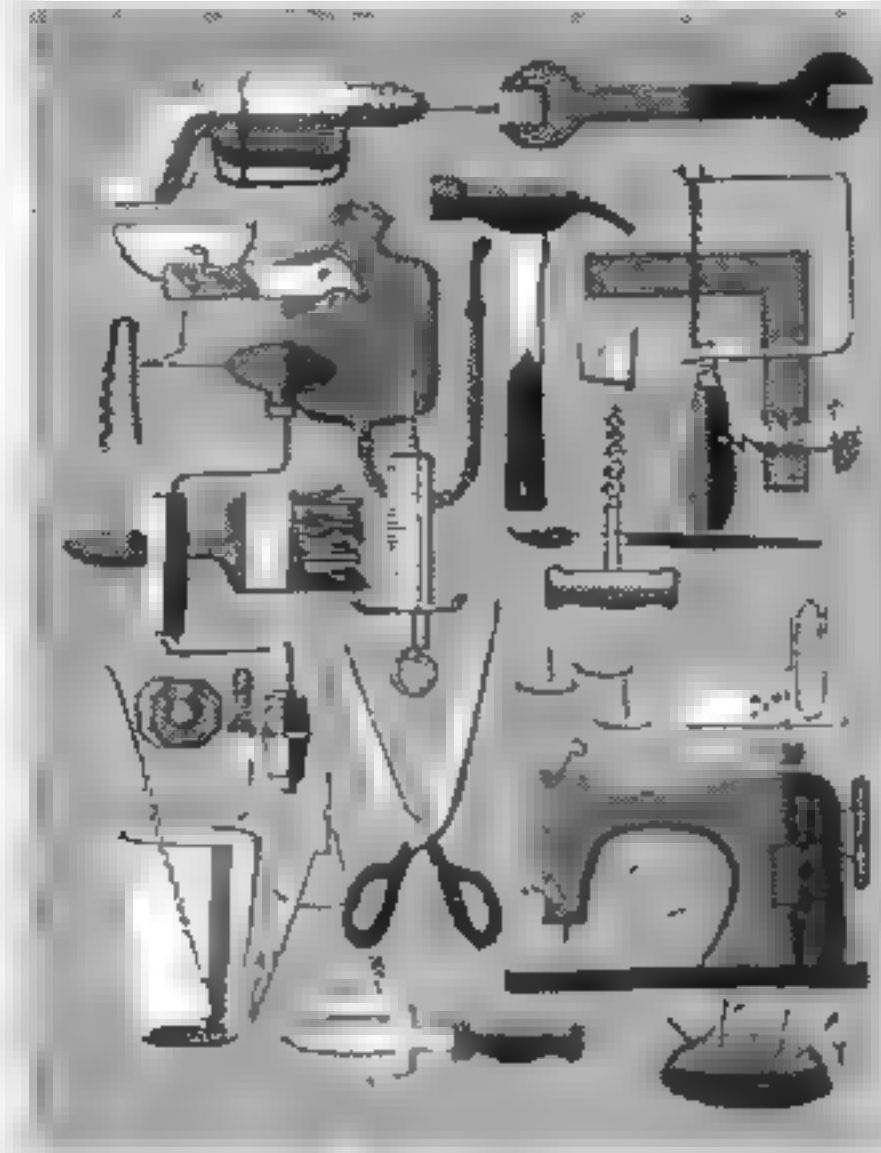
to the DRILL

ADVANTAGES OF THE MULTI-PURPOSE SMITHSHOP



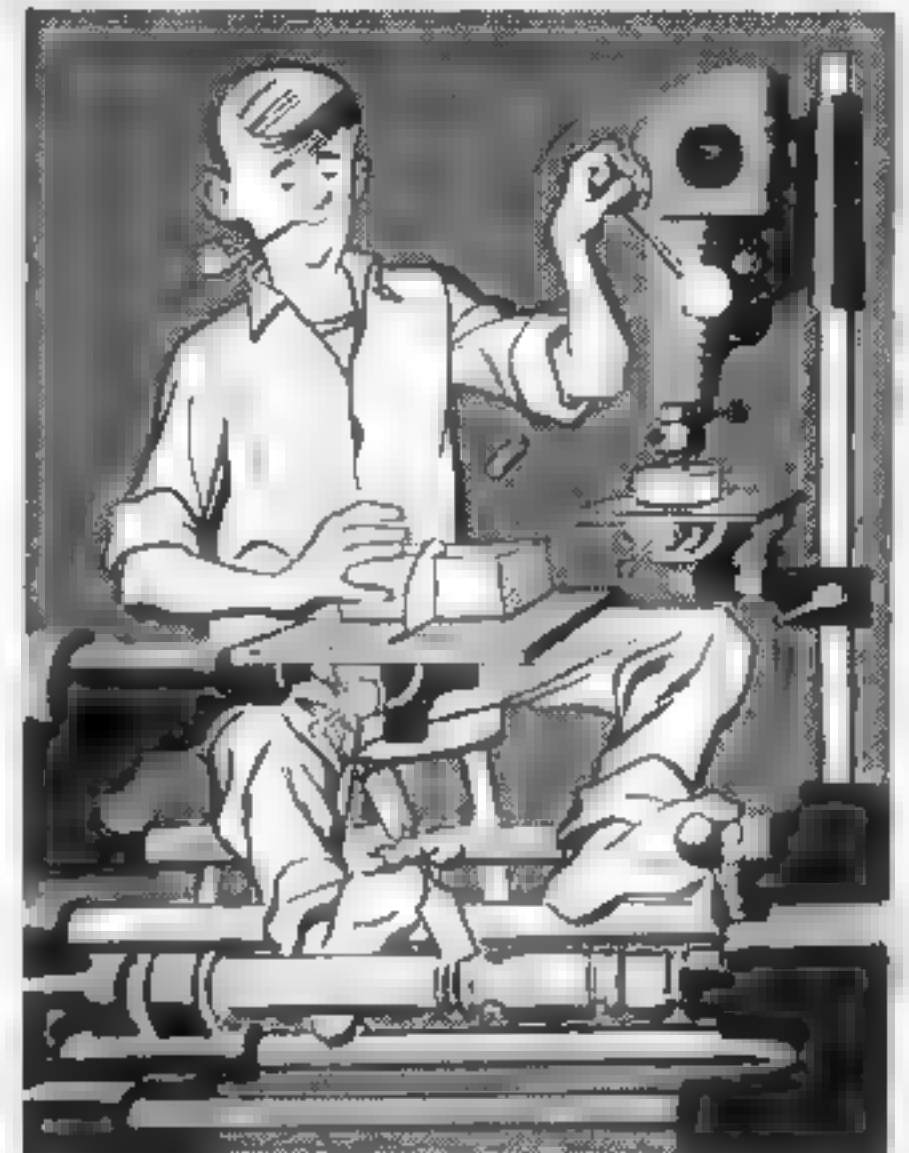
FITS ANYWHERE

Compactness of **SMITHSHOP** makes it ideal for home-craftsmen who work in small apartments with limited space.



ELIMINATES INDIVIDUAL LOSSES

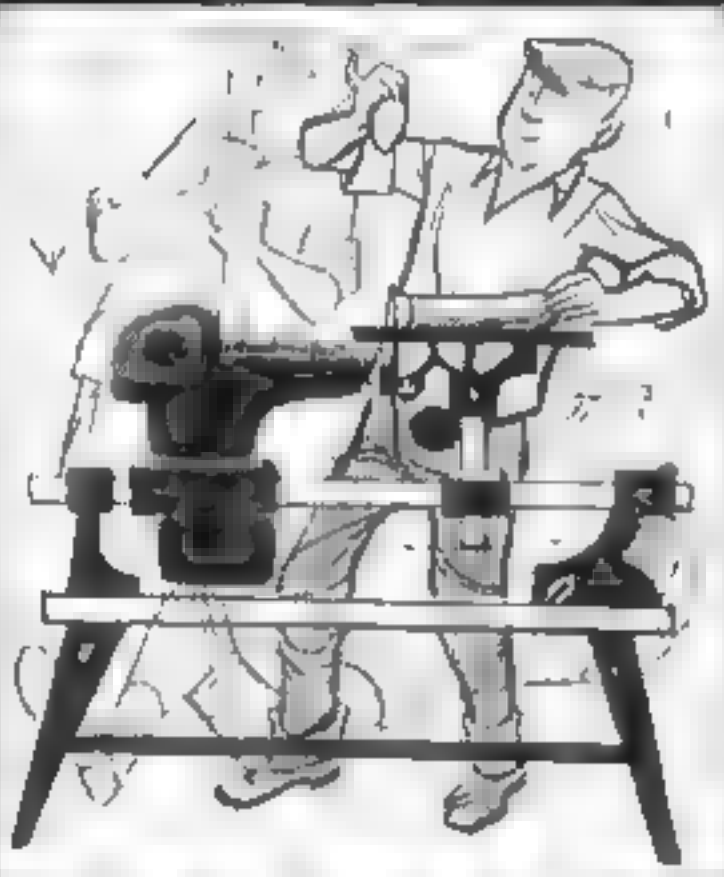
Separate tools can be lost or misplaced, but **SMITHSHOP** tools are stuck together so you lose 'em all at once.



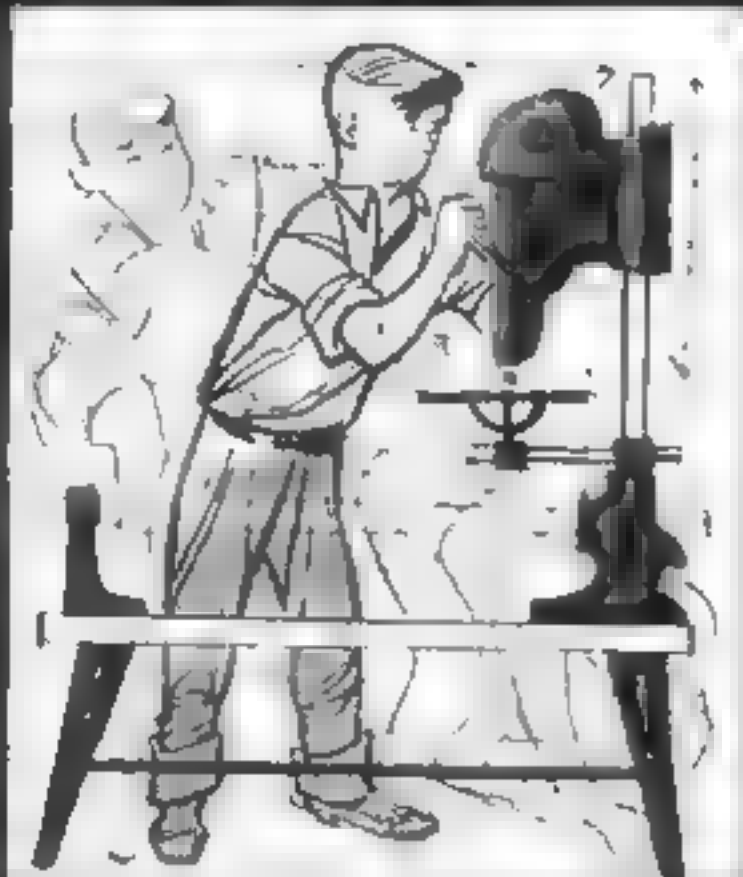
IT'S VERSATILE

Trouble is, most home craftsmen aren't versatile enough to use it. Sometimes it takes years and years of practice.

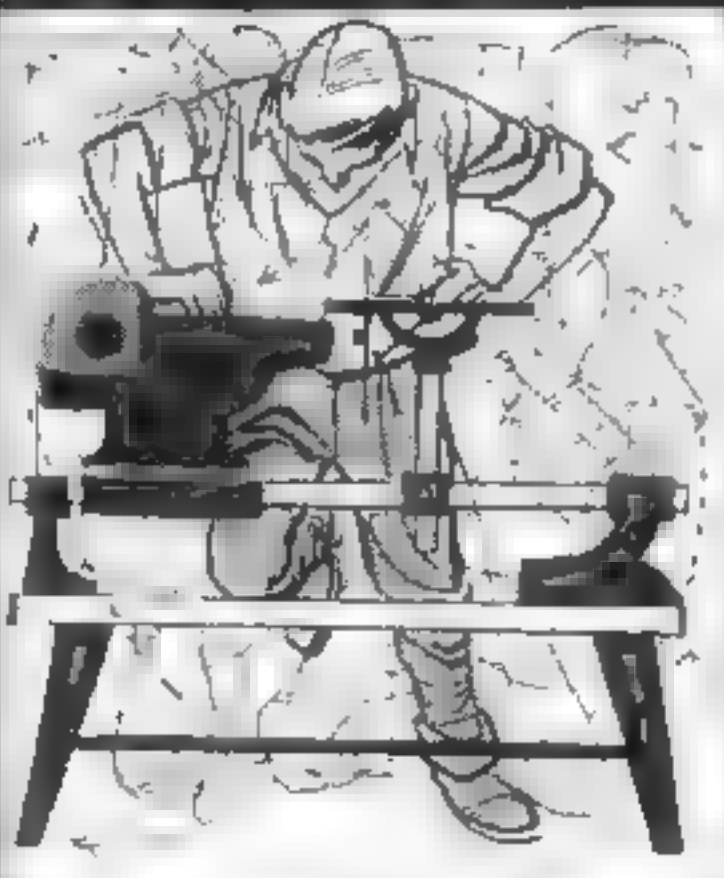
THE VERSATILE, MULTI-PURPOSE SMITHSHOP



Now, a fast return to the table **SAW** again.



And back again to **DRILL** to countersink holes.



to the **SAW**

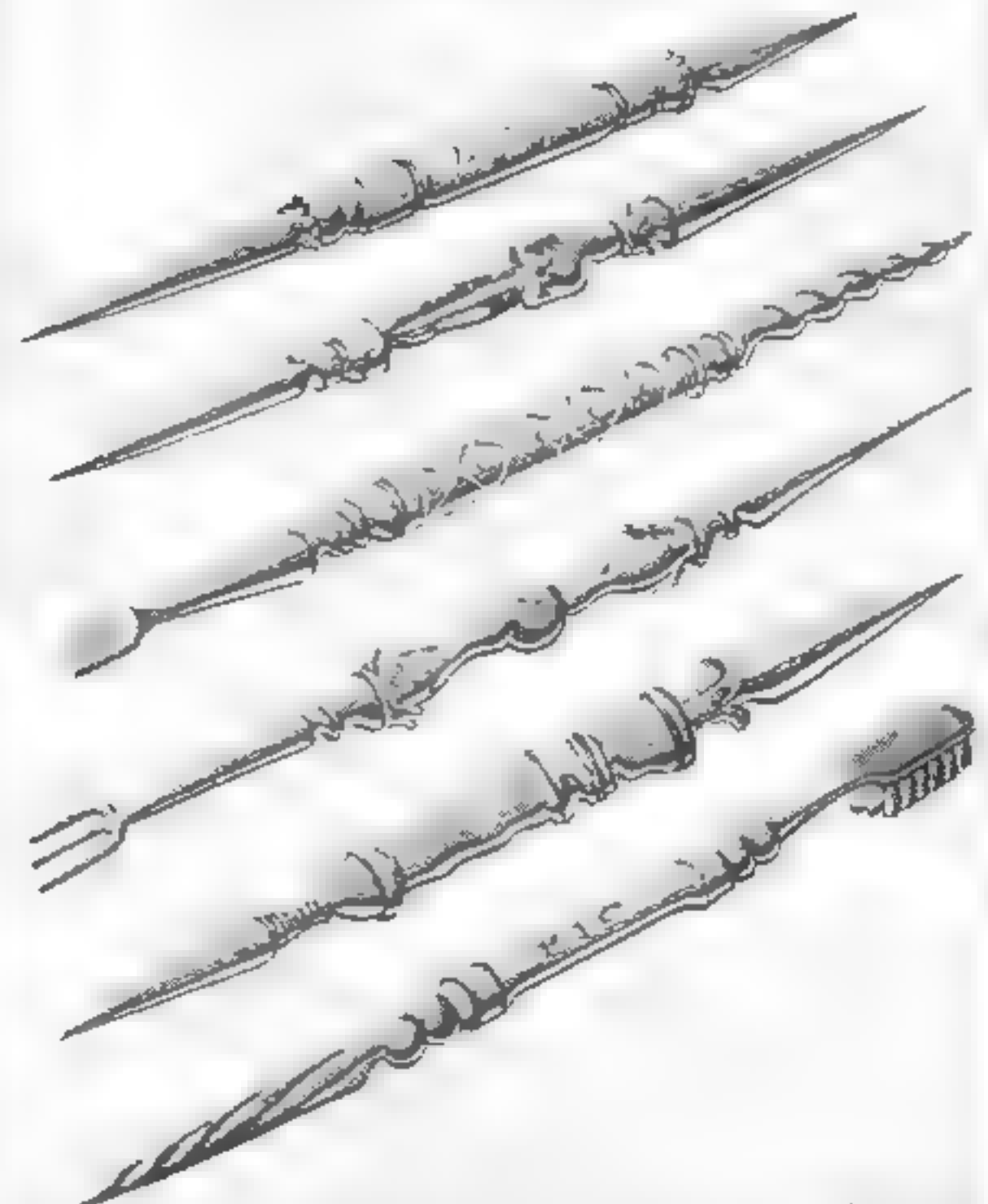


to **XI%#&!S!**

THE FINISHED WORK

A TRULY PROFESSIONAL-LOOKING SET OF

Personalized
TOOTHPICKS



Wick

WOOD

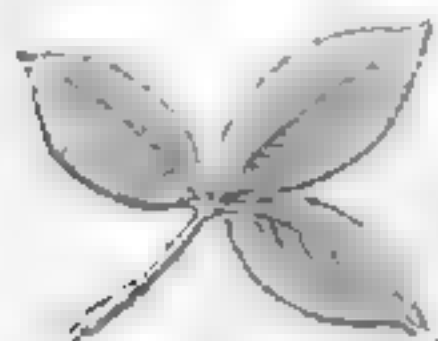
A GUIDE TO DANGERS HUNTERS

Every year, thousands of hunters fall sick (and even die) because they enter our forests and wooded areas without any knowledge of the dangers that lie at every turn. Often, perfectly innocent-looking plants, animals and insects may

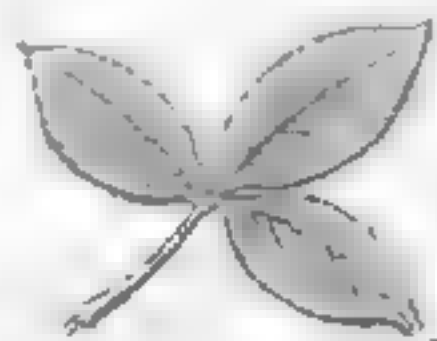
POISONOUS PLANTS

MOCK POISON IVY

Mock Poison Ivy and Real Poison Ivy are alike in appearance but not in their effect. To test for Mock Poison Ivy, rub it on an unimportant part of your body. If painful swelling occurs almost immediately, then it is indeed Mock Poison Ivy, as swelling from Real Poison Ivy takes much longer. Follow treatment suggested in most First-Aid books for Real Poison Ivy, although it has been proven ineffective in the majority of cases.



Ordinary Poison Ivy



Mock Poison Ivy



PICTURES BY GEORGE WOODBRIDGE

THE VINY POISON QUILLSNAPPER

The Viny Poison Quillsnapper is generally very hard to see, and even harder to find. It winds itself high among the branches of trees in thickly-forested areas. To locate this dangerous vine, simply fashion a long stick and poke it high into the dark foliage overhead. If the pesky plant is there, it will suddenly send down a shower of needle-like quills. As the poison from these quills is usually fatal, once you locate the Viny Quillsnapper, it would be wise not to make camp beneath it, but look for a clearing or open field elsewhere, as any undue prodding is enough to cause it to release its quills.



Poison Quillsnapper
(before prodding)



Poison Quillsnapper
(after prodding)



LORIE

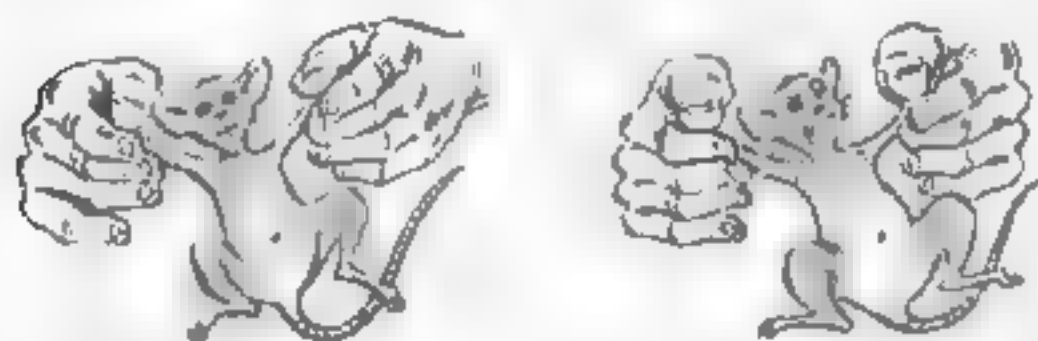
SHOULD AVOID IN THE FORESTS

actually carry deadly venom for the unwary. With Fall coming on, as a public service, MAD now offers this illustrated guide to some of the more common dangers found in our forests, so hunters may easily recognize and avoid them.

DANGEROUS ANIMALS

THE FRIENDLY PIRANHAMOUSE

This tiny animal looks just like an ordinary fieldmouse. To identify him, you must first catch him, which is not easy. Once caught, his armpits will reveal two red beautymarks. Extreme caution should be taken not to harm (or even offend) the Friendly Piranhamouse. Angered, he becomes a ferocious maneater whose distress call summons an army of his colleagues. Such an army has been known to strip a human body in less than 12 seconds.



Ordinary Fieldmouse Friendly Piranhamouse

THE DORMANT ROCKADILLO

Truly Nature's finest camouflage job, the Dormant Rockadillo derives its name from the Armadillo family it belongs to, and the rock-like shell it wears. Many people have come dangerously close to Rockadillos without knowing it. If you suspect a rock of being one, simply lift it up and look on the underside. If you find four tiny feet and a curled up tail, with a swiftly-snapping head, you've got a real one! To remove, build a small fire and heat him up till he releases his grip. The reason he is called "Dormant" is because he sleeps constantly, and only awakens to strike when he has been disturbed.



Ordinary Rock



Dormant Rockadillo



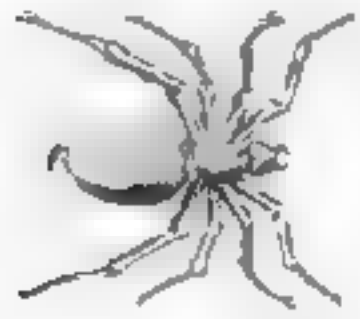
••A rolling stone gathers momentum.



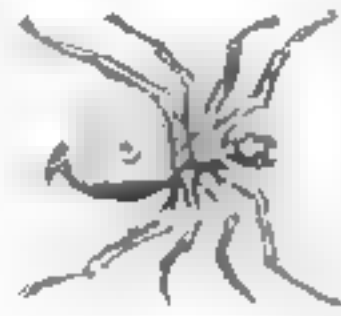
VENOMOUS INSECTS

THE GRAY POISON-SPIT SPIDER

This otherwise ordinary looking spider is an extremely dangerous pest. The only way you can tell him from the thousand or so common spiders is to flip the little devil over on his back for a look at his belly-button. If the belly-button is a bright orange, you can be sure it's a Gray Poison-Spitter. But be careful! This eight-legged demon only spits poison when he is flipped over on his back.



Common Spider

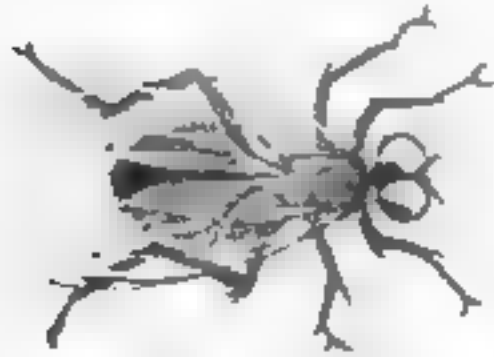


Poison Spit-Spider

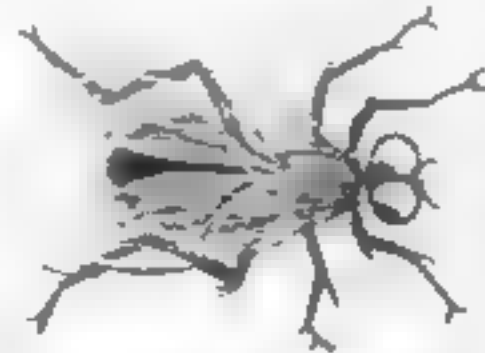


THE VENOMOUS STING-FLY

There are two major differences between the common House Fly, and the Venomous Sting Fly. One: The Sting-Fly is very easy to catch, while the House Fly is not. And two: The Sting-Fly bites when caught, while the House Fly does not. The bite causes instant paralysis, which subsides in about 48 hours, after which full recovery follows, with only occasional attacks of nausea and high fever.



Common House Fly



Venomous Sting-Fly



HOWEVER, THE GREATEST DANGER TO HUNTERS IN OUR FOREST AREAS IS STILL

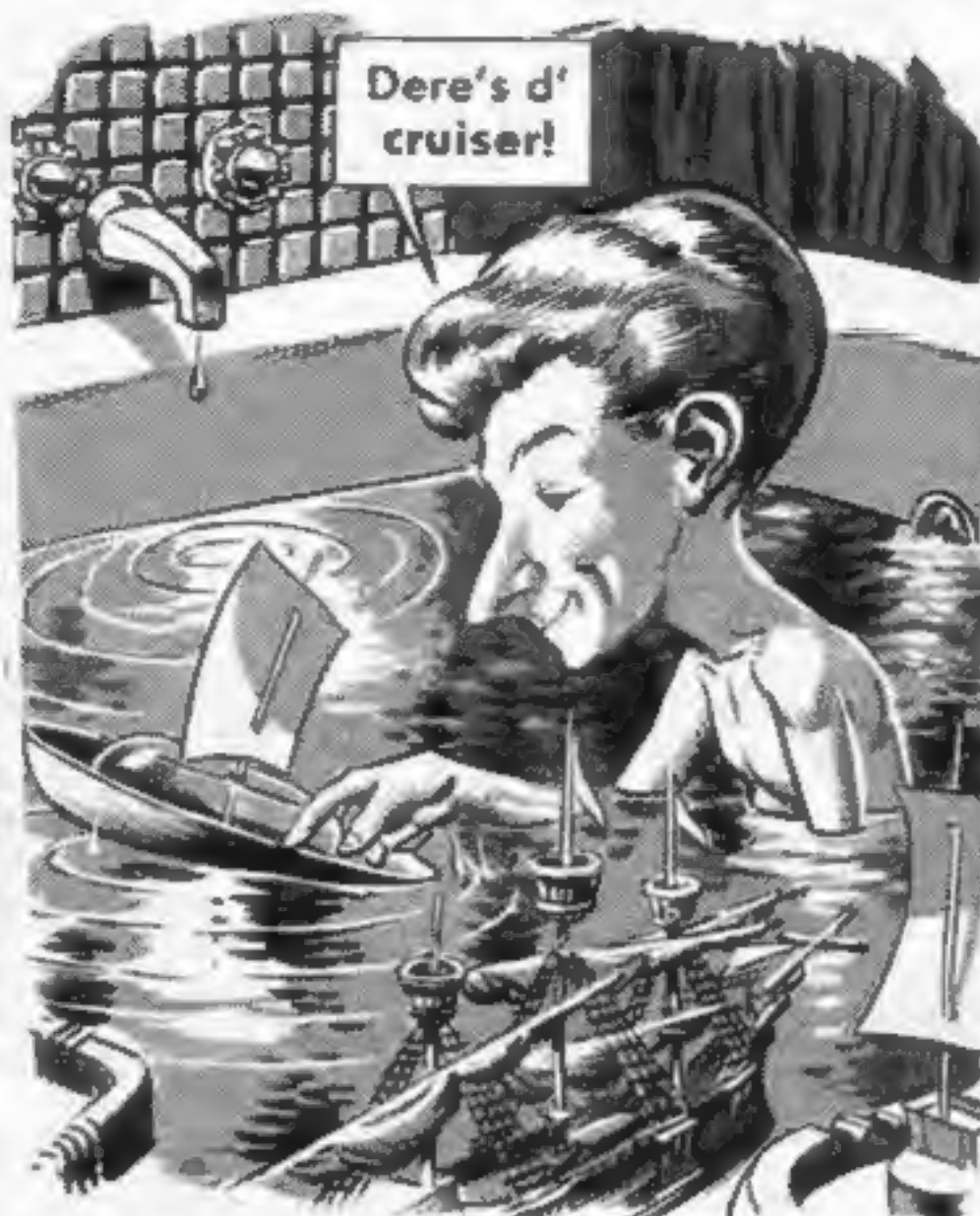


... OTHER HUNTERS!

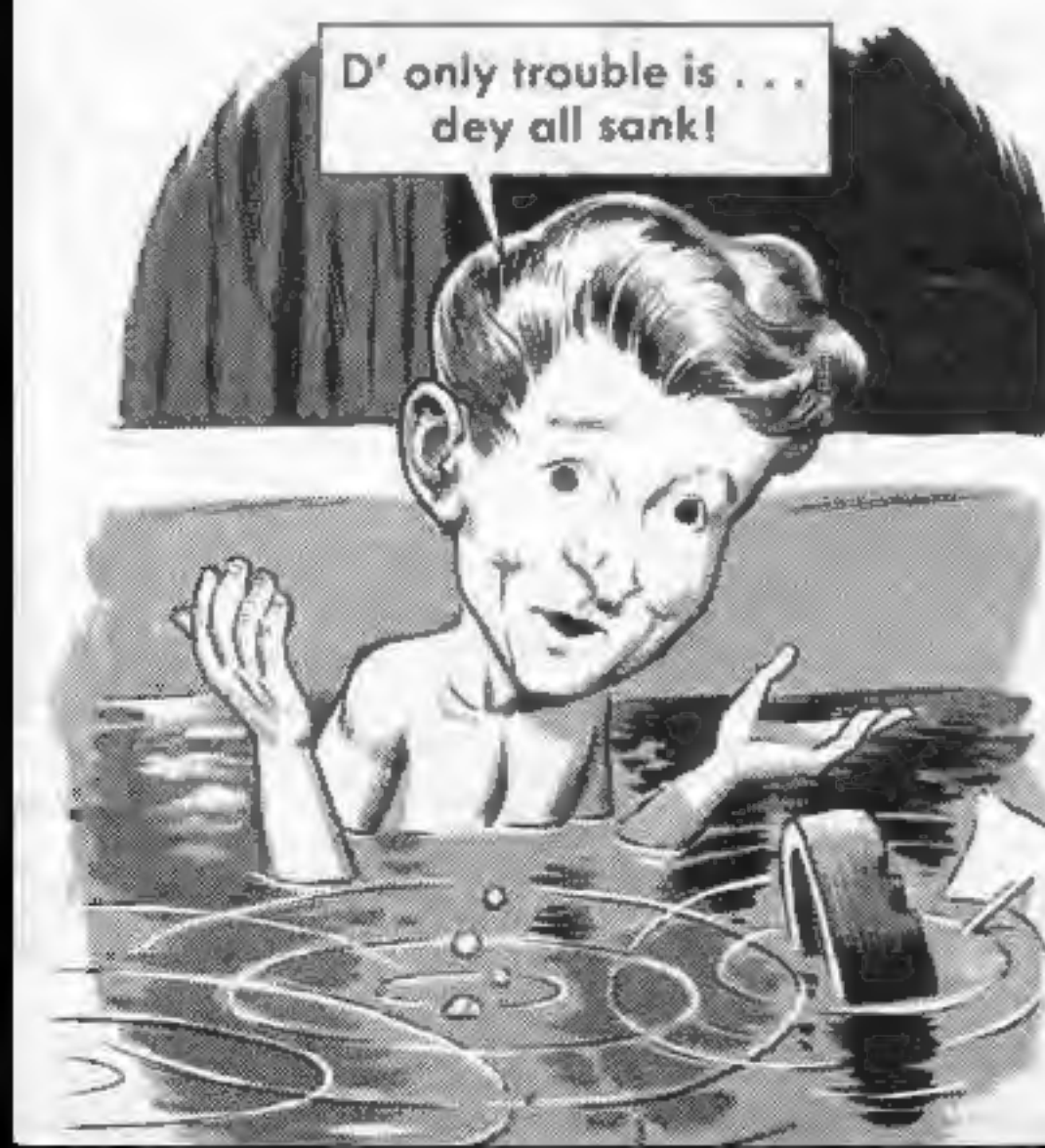
DANNY KAYE DEPT. PART II

FOR HIS SECOND SELECTION FROM "MOMMY, GIMME A DRINKA WATER," DANNY KAYE OFFERS

THE BATHTUB ADMIRAL



PICTURES BY WALLACE WOOD



For his parting shot, Don Martin brings you a modern love story entitled
Down Lovers' Lane



**A miss is as good as o Mrs.



PHOTO BY LARRY MALEMAN (the bum on the train going the other way)

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*Imprinted in five permanent colors

TROUBLE IS, YOU'LL LOOK LIKE A BUM ON THE WAY!

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BOYS & GIRLS

CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24"—27"	BS	27"—31"	BM	31"—34"	BL

MEN & WOMEN

CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34"—37"	MS	37"—41"	MM	41"—44"	ML



"Look, Mom—no more cavities!"

Crust Gumpaste helps gums take the place of teeth by coating them with a hard white enamel finish! Just the thing for punks who get their teeth knocked out from running around with teen-age gangs.



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